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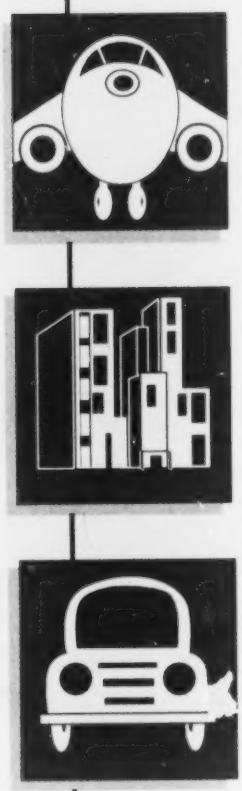

1990 Survey of Business Travelers

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1990
Survey of Business Travelers

conducted by
U.S. Travel Data Center
Dr. Suzanne Cook, Executive Director

sponsored by

H.J. Brandt, Marketing Research Manager

Price: Eighty-five dollars

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Introduction

The U.S. Travel Data Center's *Survey of Business Travelers* began monthly tracking of U.S. business traveler characteristics and behavior in September of 1985. This is the fifth annual report of the survey's findings.

This survey is an extension of the *National Travel Survey*, also conducted by the USTDC, which interviews a national probability sample of 1,500 U.S. adults every month. All those identified as having taken a business trip in the past 12 months are administered the SBT questionnaire, including details of their most recent business trip. In all, the 1990 SBT sample comprised 4,353 interviews, which are weighted for national representativeness.

The SBT is a traveler-based study; thus, as in the past, estimates of trip volume are derived from the NTS. Because detailed information is gathered only about the most recent trip per traveler, averages from the SBT cannot be applied to the total number of business trips to get projections for every individual segment of the market. However, certain such estimates **are** made in this report (as they have been in past SBT reports) by weighting last-trip responses by a travel-frequency factor assigned each respondent.

Other small changes from past SBT reports include the use of single-decimal precision in percentages, carrying out traveler and trip projections to tens-of-thousands rather than hundreds-of-thousands, and less (or different) collapsing of demographic categories.

To maintain the "trackability" of the Survey, we have continued the practice of removing "refused/no answer" responses and reporting percentages against the reduced base. However, because the reader of this report should know the cooperation rates involved (in most cases the SBT does remarkably well), we've shown the "refused/no answer" percentage after each applicable variable in the initial sections on "Demographics of Business Travelers" and "Business Trip Characteristics."

For these and other reasons, the reader **will** find differences between this and previous SBT reports. We sincerely hope you will like the changes.

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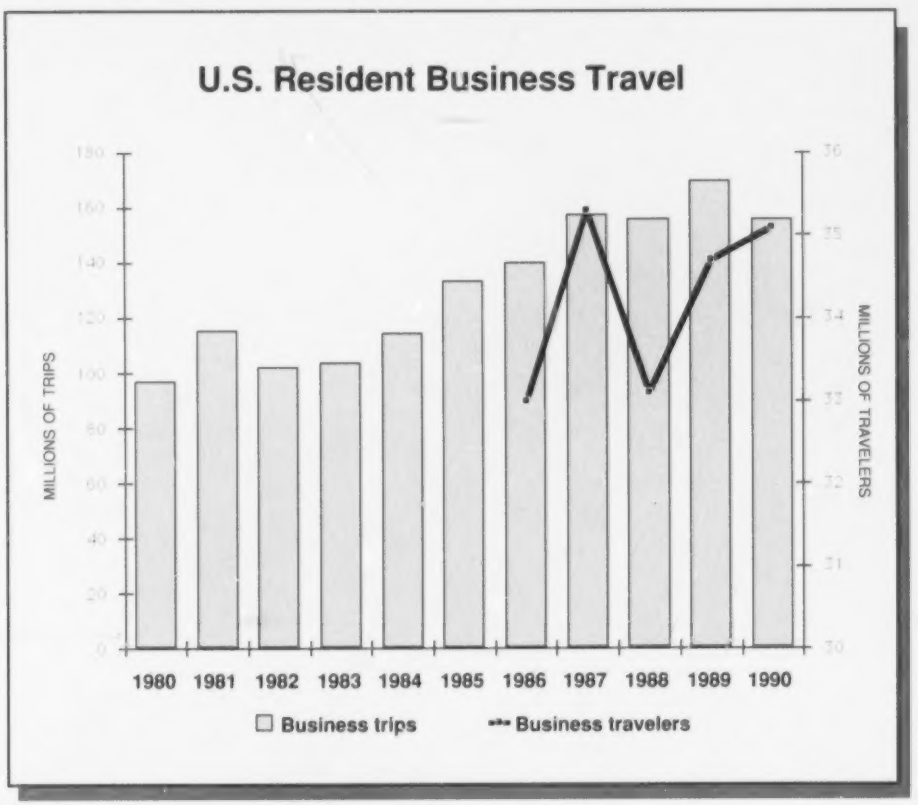
Size of the Business Travel Market

A total of 35.1 million U.S. adults—18.9% of the country's adult population—took one or more business trips* during 1990. This marginal increase in the number of business travelers (1.2% over 1989) almost brings the market back to the high (35.3 million) it achieved in 1987.

At the same time, these travelers took 8.3% fewer business trips than in 1989. Thus, more travelers were taking just a few business trips, and a smaller percentage of frequent travelers accounted for a greater proportion of all trips.


U.S. Resident Business Travel
MILLIONS OF TRIPS
MILLIONS OF TRAVELERS
1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990
Business trips
Business travelers

Source: National Travel Survey & Survey of Business Travelers (USTDC)

* A trip is defined as one or more household members traveling together at least 100 miles away from home and returning.

Demographics of Business Travelers

Nearly two-thirds of business travelers are male. The average age is 39; more than half are between 25 and 44 years old. Six in ten are married; one in four is single and has never been married.

Four in ten are college graduates. Median household income is between $30,000 and $40,000; about a third earn more than $50,000, and another third make less than $30,000 a year.

One third of business travelers are professionals or managers; one in five is in sales or a clerical position.

Almost one in five considers him/herself self-employed; 15% own their own businesses.

The manufacturing sectors contribute almost 15% of all business travelers; the health, legal, and educational services category and the wholesale and retail trades category each account for another 14%.

Six in ten work at company locations with fewer than 100 employees; about half of those are in locations with 10 employees or less, and almost one in ten is the sole employee.

The South Atlantic and East North Central regions of the country each still account for about 17% of all business travelers; the Mid-Atlantic and Pacific regions follow closely with 14% and 13%, respectively.

Demographics of Business Travelers

		Percent	Millions
Total business travelers		*100.0*	*35.10*
Gender	Male	62.6	21.97
	Female	37.4	13.13
Age	18-24	12.2	4.28
	25-34	29.9	10.49
	35-44	26.9	9.44
	45-54	16.3	5.72
	55-64	9.4	3.30
	65+	5.4	1.90
	Refused/no answer	*1.5*	
	Average = 39		
	Median = 38		
Marital status	Married	62.1	21.80
	Single/never married	25.0	8.78
	Divorced, separated, widowed	12.9	4.53
	Refused/no answer	*0.8*	
Education	College graduate	40.3	14.15
	High school complete/some college	48.4	16.99
	Less than high school complete	11.2	3.93
	Refused/no answer	*0.8*	
Income	under $20,000	14.0	4.91
	$20,000 to < $30,000	20.9	7.35
	$30,000 to < $40,000	17.5	6.14
	$40,000 to < $50,000	14.0	4.91
	$50,000 to < $75,000	19.3	6.79
	$75,000 plus	14.3	5.01
	Refused/no answer	*8.9*	

(cont'd)

Demographics of Business Travelers

		Percent	Millions
Total business travelers		*100.0*	*35.10*
Occupation	Professional, managerial	32.2	11.30
	Lower level manager/technical	17.2	6.04
	Sales, clerical	21.4	7.51
	Blue collar	15.6	5.48
	Other	5.1	1.79
	Retired, unemployed	8.5	2.98
	Refused/no answer	*0.1*	
Industry	Manufacturing	14.5	5.09
	Health, legal, and educational services	14.3	5.02
	Wholesale and retail trade	14.1	4.95
	Agriculture, forestry, fishing, mining, oil, construction	10.3	3.62
	Business services	9.9	3.47
	(architecture, advertising, accounting, consulting, associations)		
	Personal services	9.3	3.26
	(lodging, recreation, religious, photography, amusement)		
	Public administration, government	8.8	3.09
	Finance, banking, insurance, real estate	7.3	2.56
	Transportation, communications, public utilities	5.7	2.00
	Other	1.6	0.56
	Refused/no answer	*2.6*	
Company size (employees)	One	7.0	2.44
	2 - 10	22.8	7.99
	11-99	30.3	10.62
	100-499	20.0	7.02
	500-999	6.1	2.14
	1,000+	13.2	4.63
	Refused/no answer	*9.0*	

(cont'd)

Demographics of Business Travelers

		Percent	Millions
Total business travelers		*100.0*	*35.10*
Self employment	Works for him/herself	18.3	6.44
	Owns his/her own company	14.8	5.18
	Refused/no answer	*0.2*	
Household characteristics	Single adult, no children	18.5	6.50
	Single adult with child(ren)	4.1	1.43
	Two or more adults, no child(ren)	38.6	13.55
	Two or more adults with child(ren)	38.8	13.63
	Single wage earner	43.9	15.41
	Two or more wage earners	48.6	17.06
	No wage earners	7.5	2.63
	Refused/no answer	*0.9*	
Region of residence	New England	5.0	1.76
	Mid-Atlantic	13.7	4.81
	Southern Atlantic	17.1	6.00
	East North Central	16.6	5.83
	East South Central	7.6	2.67
	West North Central	7.9	2.77
	West South Central	11.6	4.07
	Mountain	7.1	2.49
	Pacific	13.3	4.67

(cont'd)

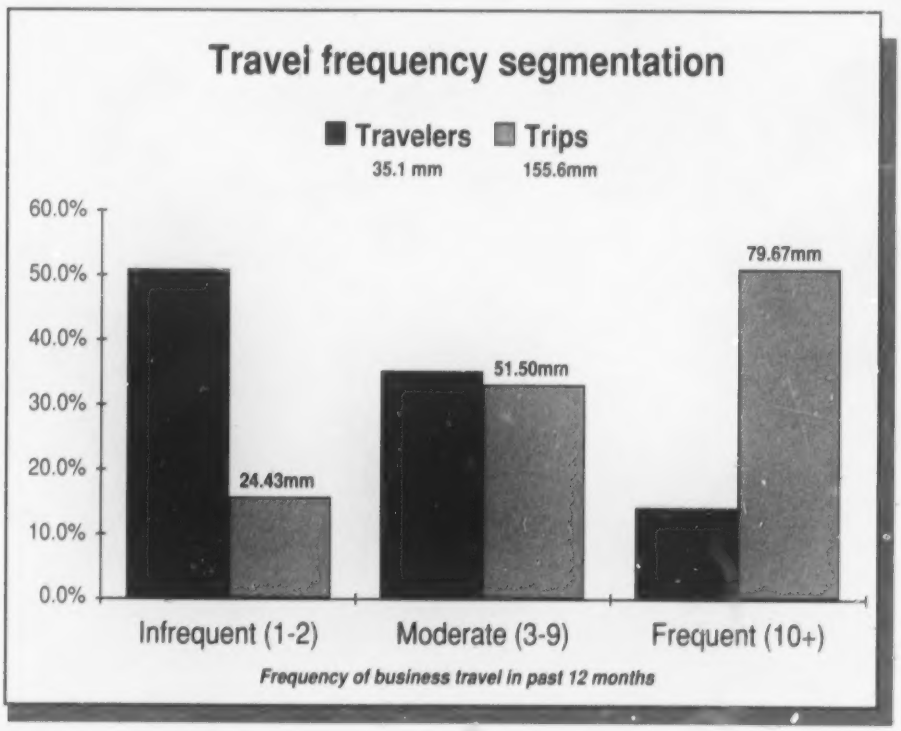
TRAVEL FREQUENCY

About half the business travelers in 1990 took only one or two such trips during the year. (See chart on next page) This "infrequent" traveler segment accounted for just 15.7% of all business trips taken. Neither the relative size of this segment nor its share of trips has changed significantly over the past 3 years.

The 3-to-9 trip or "moderately frequent" segment—35.2% of all travelers—took just 33.1% of all trips, which is 7% fewer than the same group took last year.

"Frequent" (10 +) travelers comprised only 14.2% of the market—one percent lower than in the past two years—but they traveled more frequently, averaging 16.1 business trips annually vs. 14.0 in 1989.* As a result, frequent travelers took about half of all the business trips in 1990—a nine percent increase over 1989.

Thus, the average number of business trips per traveler declined slightly—from 4.9 in 1989 to 4.4 in 1990—reversing an upward trend recorded in every other year of the Survey.



* This number was erroneously given as 19.1 in the 1989 report.

Demographics of Business Travelers:

Travel frequency

		Percent	Millions
Total business travelers		*100.0*	*35.10*
Annual trips *(traveler segmentation)*	1 - 2	50.7	17.81
	3 - 5	27.4	9.61
	6 - 9	7.8	2.73
	10 - 20	9.4	3.28
	over 20	4.8	1.67
	Average = 4.4		
	Median = 2.9		

		Percent	Millions
Total business trips		*100.0*	*155.6*
Percent of trips *(share of market)*	Infrequent (1 - 2)	15.7	24.43
	Moderate (3 - 9)	33.1	51.50
	Frequent (10 plus)	51.2	79.67

Air trips annually	None	44.6	15.65
	Infrequent (1 - 2)	31.3	10.99
	Moderate (3 - 9)	17.1	6.00
	Frequent (10 plus)	6.9	2.42
	Average = NA*		
	Refused/no answer	*0.02*	

		Percent	Millions
Total business air trips		*100.0*	*57.6*
Percent of trips *(share of market)*	Infrequent (1 - 2)	28.8	16.59
	Moderate (3 - 9)	34.1	19.64
	Frequent (10 plus)	37.1	21.37

Frequency program membership	Airline programs	22.1	7.76
	Avg active memberships = 2.0		
	Hotel programs	10.5	3.69
	Avg active memberships = 1.7		

* Avg. not possible because number of air trips for past 12 months given in ranges.

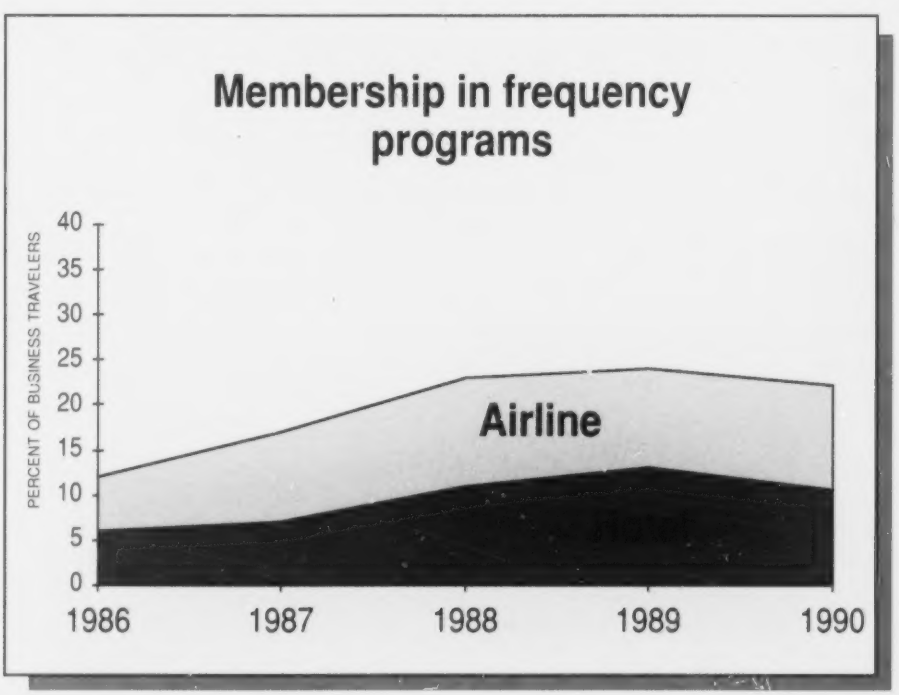
Frequent Air Travelers

A new question added to the Survey in 1990 asks how many of the respondent's business trips over the past 12 months have involved airline travel. This now allows us to more accurately estimate the total size of the business air travel market at almost 19.5 million travelers—very close to the number one can calculate from the ATA/Gallup *Air Travel Survey 1990* results.

Frequent air travelers, like frequent business travelers in general, account for a disproportionate number of all the business air trips taken: they comprised just 12.5% of the business air market in 1990 (6.9% of all business travelers), but they took 37.1% of the trips.

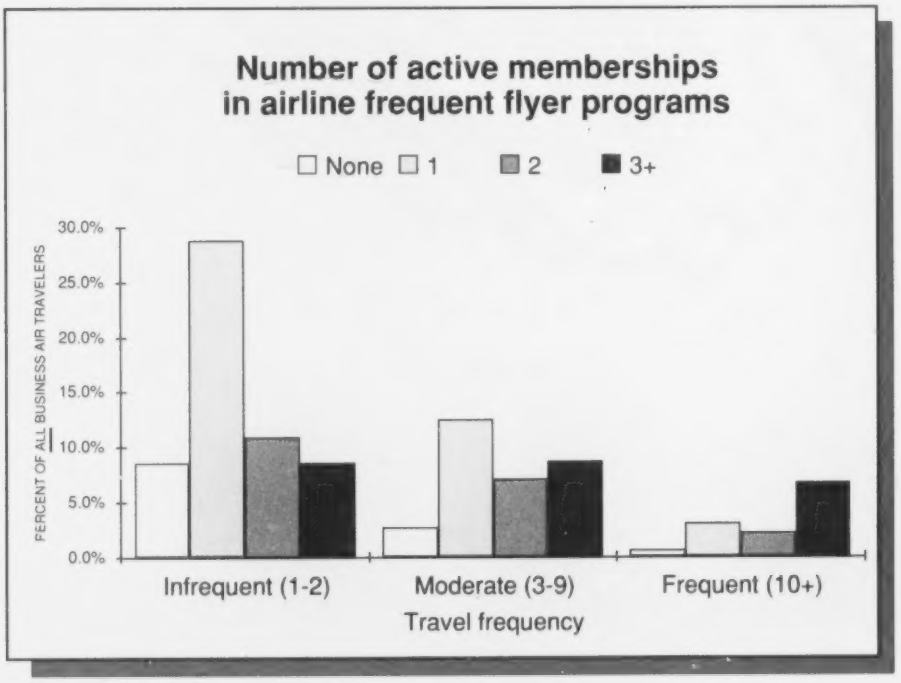
Frequent Traveler Programs

Membership in airline and hotel frequency programs seems to have peaked out. Having reached all-time highs of 24% belonging to the former and 13% to the latter in 1989, the Survey results in 1990 were 22.1% and 10.5%, respectively.



Frequent Traveler Programs

Among business air travelers, there is a predictable pattern: the more frequently they fly, the more airline programs they're active in. Thus, while only a third of infrequent flyers are active in more than one program, half of the moderate group is active in 2 or more, and more than half of frequent business flyers accumulated miles in at least 3 programs in 1990.

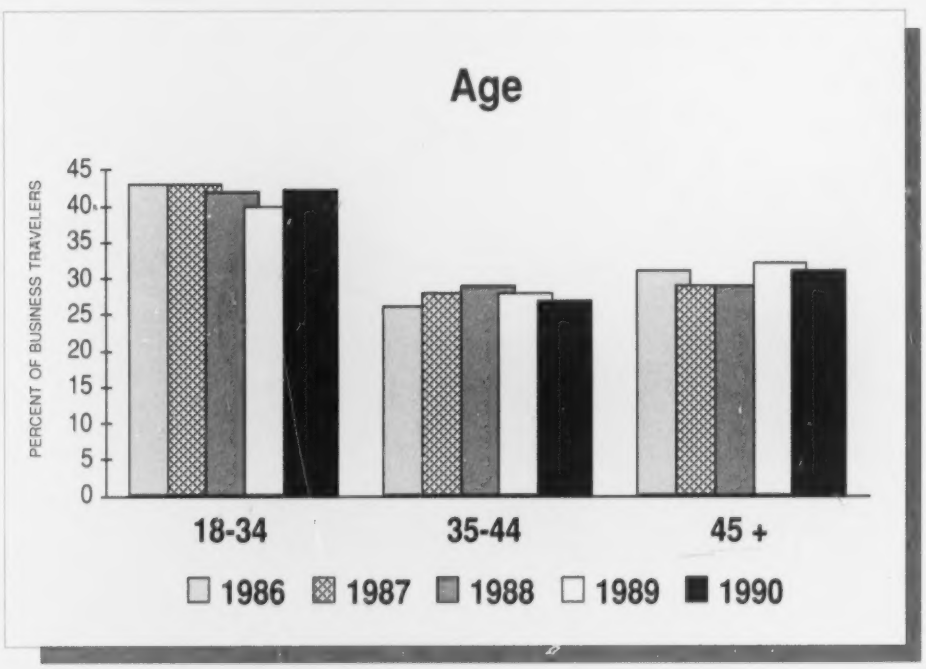


As the chart shows, the vast majority of all memberships in frequent flyer programs belong to less-than-frequent business air travelers... but the relatively small group of frequent air travelers contributes just about as many 3-plus program members as either of the other, larger segments.

The same pattern (not illustrated) holds true for hotel frequent guest memberships, as well.

Changes in Demographics of Business Travelers

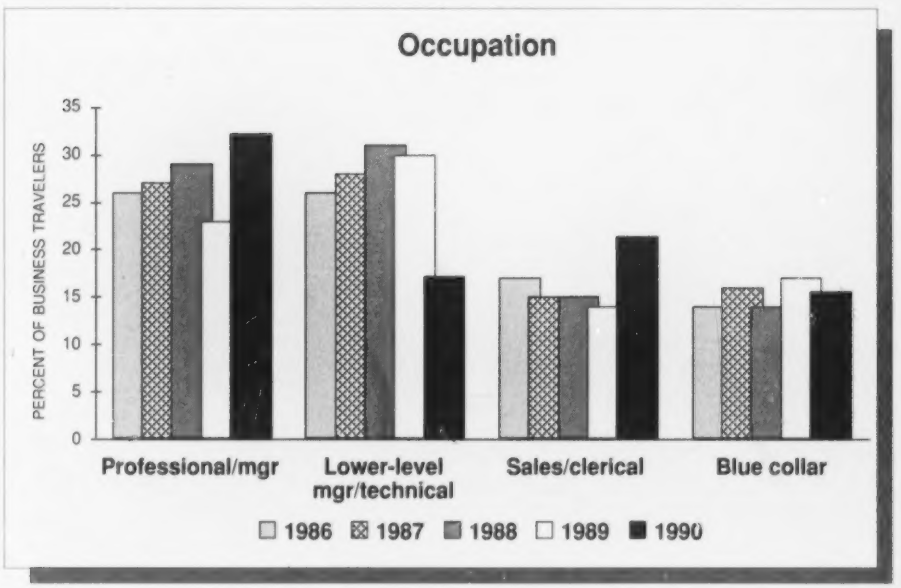
What had looked like a trend in the age of business travelers—an increase from 1986 to 1988 in the proportion who are 35-44 years old—has vanished, as that age group has returned to its 1986 level. A parallel up-down curve (not illustrated) has occurred in the proportion of business travelers from households with two or more incomes.

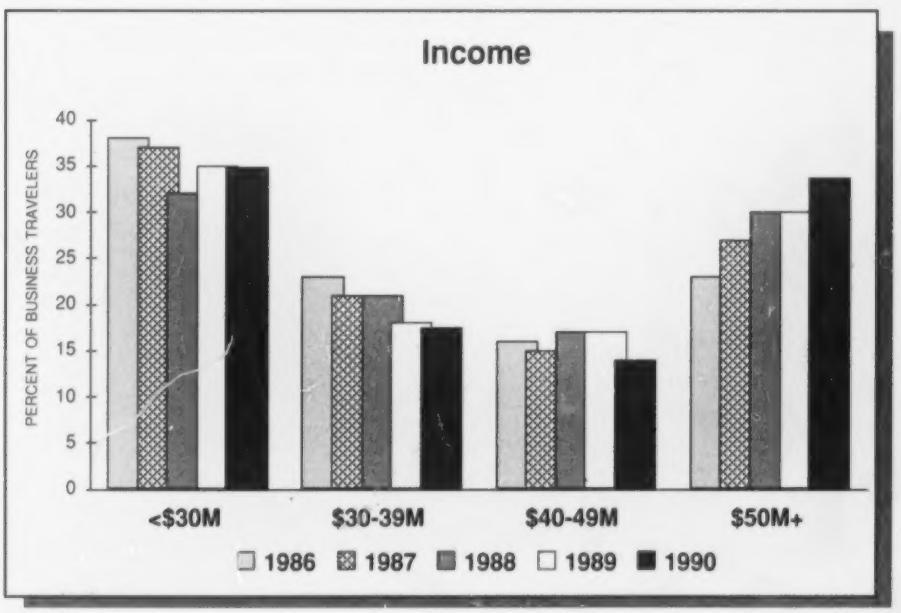


The same kind of turnaround has occurred in another 1986-to-1988 trend; while the number of business travelers with lower-level management/technical occupations had been rising significantly, the category took a steep dive in 1990.

Income levels among business travelers remained polarized, with a slight increase in the proportion earning more than $50,000 and a drop in the middle-income categories. This may be a reflection of cutbacks in business travel among middle and lower-level management and technical occupations... leaving greater proportions of both higher-paid professionals/managers and lower-paid sales/clerical and blue collar occupations. (*See charts on next page.*)

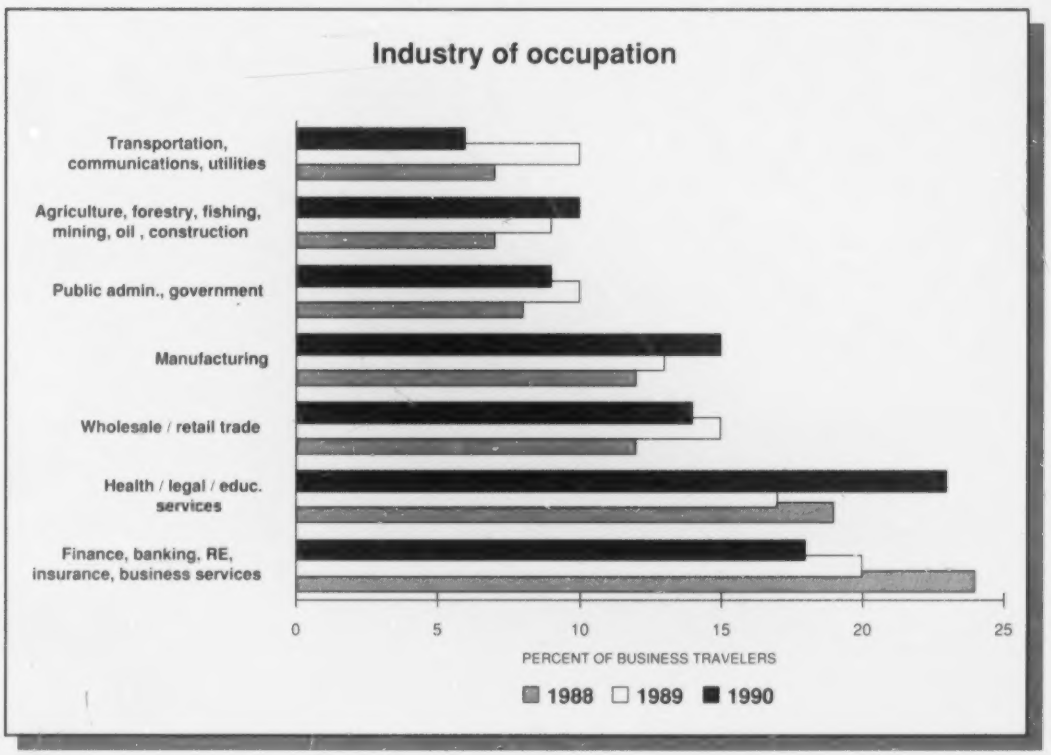
Changes in Demographics of Business Travelers





Changes in Demographics of Business Travelers

As the U.S. economy improved through the late 1980s, greater proportions of business travelers came from the manufacturing sectors, the health/legal/education services, wholesale and retail trades... even the segment including mining, oil, and construction. As the economy declined in 1990, so did the number of business travelers from the transportation/communications/public utilities and finance & banking/real estate/insurance and business services segments. It remains to be seen whether the recent declines in the wholesale/retail and public administration/government sectors represent significant trends.



Business vs. Leisure Traveler Demographics

Business travelers are more likely than leisure* travelers to be male, although the correlation is weaker than in the past. They also tend to be slightly younger, more likely to be employed in professional or managerial occupations, less likely to be retired or otherwise unemployed, and more likely to be living with another wage earner... all of which adds up to higher household income.

* Leisure traveler figures, as reported by the USTDC National Travel Survey, are rounded to the nearest full percentage point.

Business vs. Leisure Traveler Demographics

		Business	Leisure
Total		*100.0*	*100*
Gender	Male	62.6	49
	Female	37.4	51
Age	18-24	12.2	15
	25-34	29.9	26
	35-44	26.9	20
	45-54	16.3	14
	55-64	9.4	12
	65+	5.4	12
	Refused/no answer	*1.5*	*
	Average	39	42
	Median	38	39
Marital status	Married	62.1	58
	Single/never married	25.0	25
	Divorced, separated, widowed	12.9	17
	Refused/no answer	*0.8*	*
Education	College grad	40.3	26
	High school complete/some college	48.4	58
	Less than high school complete	11.2	16
	Refused/no answer	*0.8*	*
Income	under $20,000	14.0	20
	$20,000 to < $30,000	20.9	25
	$30,000 to < $40,000	17.5	18
	$40,000 to < $50,000	14.0	13
	$50,000 to < $75,000	19.3	16
	$75,000 plus	14.3	9
	Refused/no answer	*8.9*	*

* Percentages of refused/no answer are not available.

(cont'd)

Business vs. Leisure Traveler Demographics

		Business	Leisure
Total		*100.0*	*100*
Occupation	Professional, managerial	32.2	19
	Lower level manager/technical	17.2	15
	Sales, clerical	21.4	15
	Blue collar	15.6	16
	Other	5.1	7
	Retired, unemployed	8.5	28
	Refused/no answer	*0.1*	*
Household characteristics	Single adult, no children	18.5	20
	Single adult w/child(ren)	4.1	3
	Two or more adults, no child(ren)	38.6	45
	Two or more adults w/child(ren)	38.8	32
	Single wage earner	43.9	42
	Two or more wage earners	48.6	41
	No wage earners	7.5	18
	Refused/no answer	*0.9*	*
Region of residence	New England	5.0	6
	Mid-Atlantic	13.7	14
	Southern Atlantic	17.1	17
	East North Central	16.6	18
	East South Central	7.6	6
	West North Central	7.9	8
	West South Central	11.6	12
	Mountain	7.1	6
	Pacific	13.3	13

*Percentages of refused/no answer are not available.

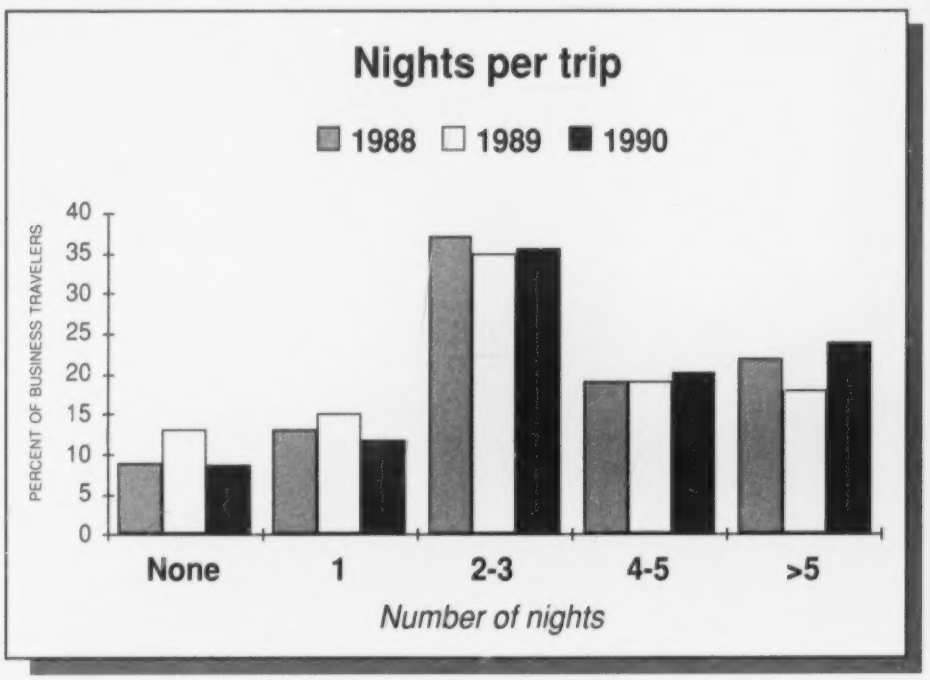
Business Trip Characteristics

While a few trends continued, many aspects of the business trip profile for 1990 look much more like the 1988 Survey than that of 1989.

Duration

The average duration of a business trip in 1990 was 4.2 nights (median 3.8), up from 3.5 in 1989.* Only 8.7% involved no overnight stay, compared to 13% in 1989; 44.1% exceeded 3 nights in duration, compared to 37% of trips the previous year.

Air travelers averaged 5.1 nights per trip, versus a 3.4 night average among those driving their own autos.

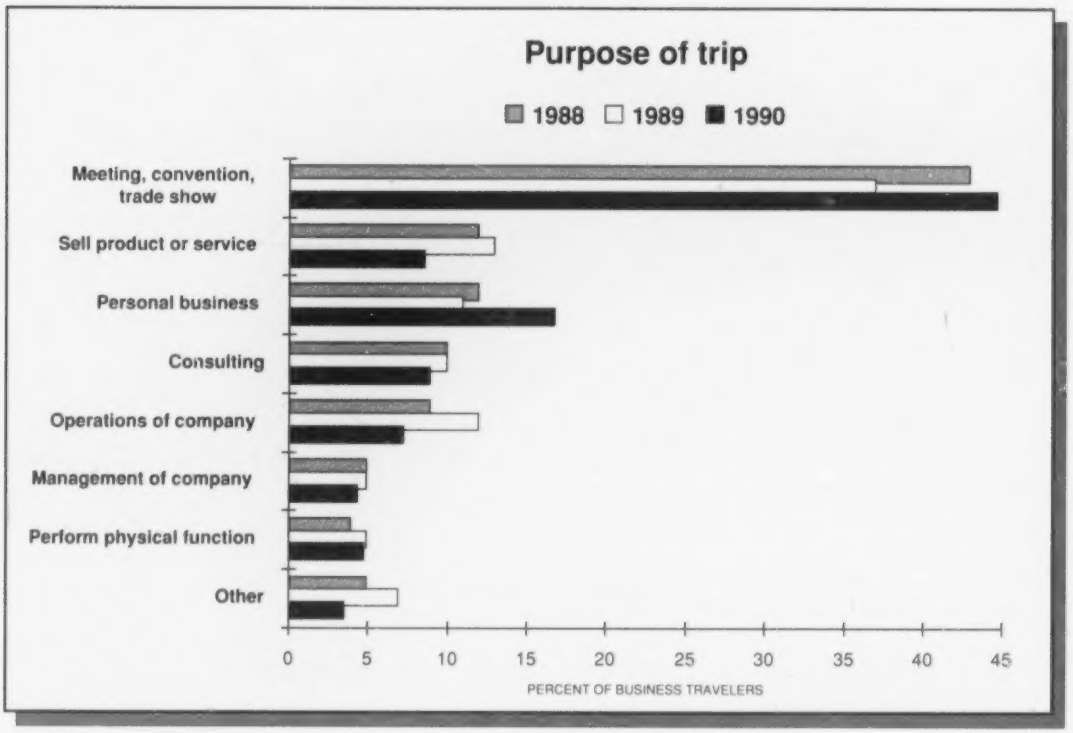


Purpose

Attending a meeting, convention, or trade show continued to be the primary purpose of the average trip for a plurality (45.1%) of business travelers. An additional 13% of business travelers cited "convention, seminar, or trade show" attendance as a secondary purpose for their most recent trip.

On the downside, selling and carrying out company operations accounted for smaller percentages of travelers' most recent business trips than in 1989.

* The 1989 average was erroneously reported as 4.1 in the 1989 SBT report.



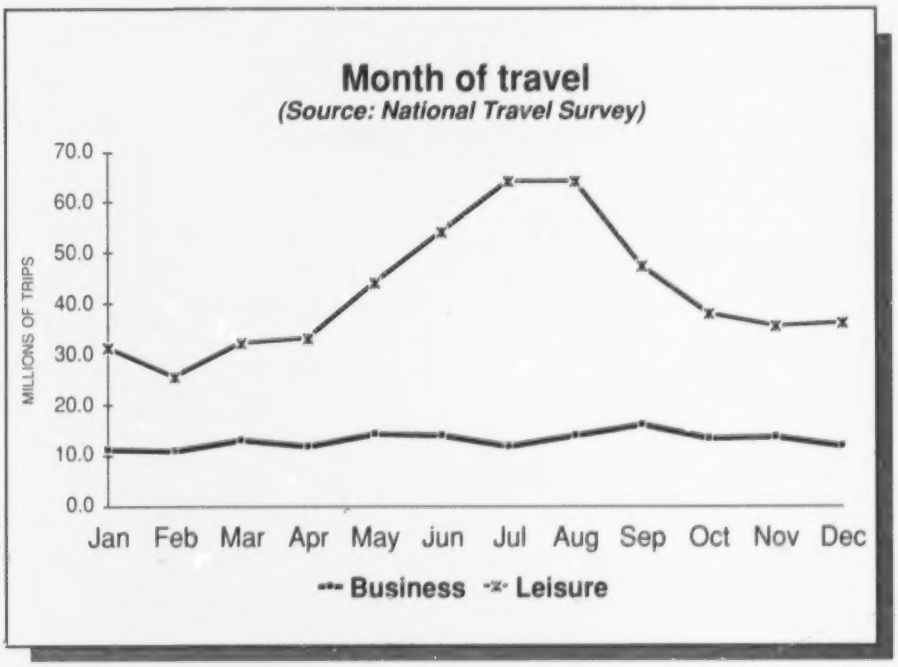
25.5% of business travelers said their most recent business trips were also vacation trips; up slightly from 1989 and 1988, this percentage is still lower than the one-third who combined business with pleasure travel in 1987. Only about half of those who did combine vacation with business added any days to their trips; 14% spent an average of 4 additional days away from home for leisure purposes.

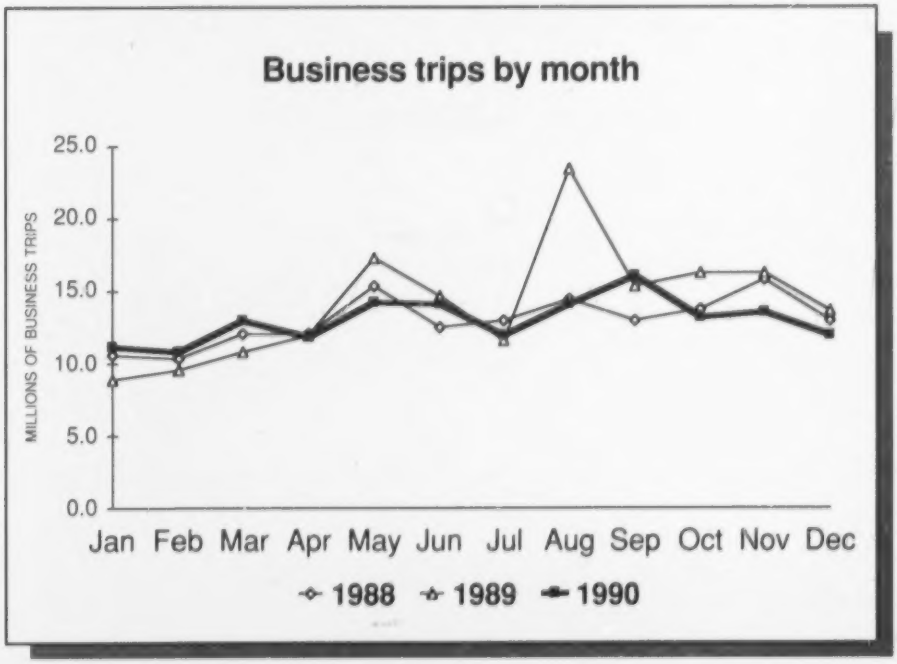
SEASONALITY

As in the past, the traditional seasonality of leisure travel makes the business-trip curve appear almost flat.

Comparing only business-trip volumes for the past three years, however, 1990 exhibited some different seasonal peaks and valleys. A downturn occurred in April, coincident with the Easter holiday; the summer months held at relatively steady levels (except compared to the unusual August of 1989) with just a slight dip in July; and the end of the year fall-off hit earlier and harder than usual, undoubtedly because of the Gulf crisis. *(See charts on next page.)*

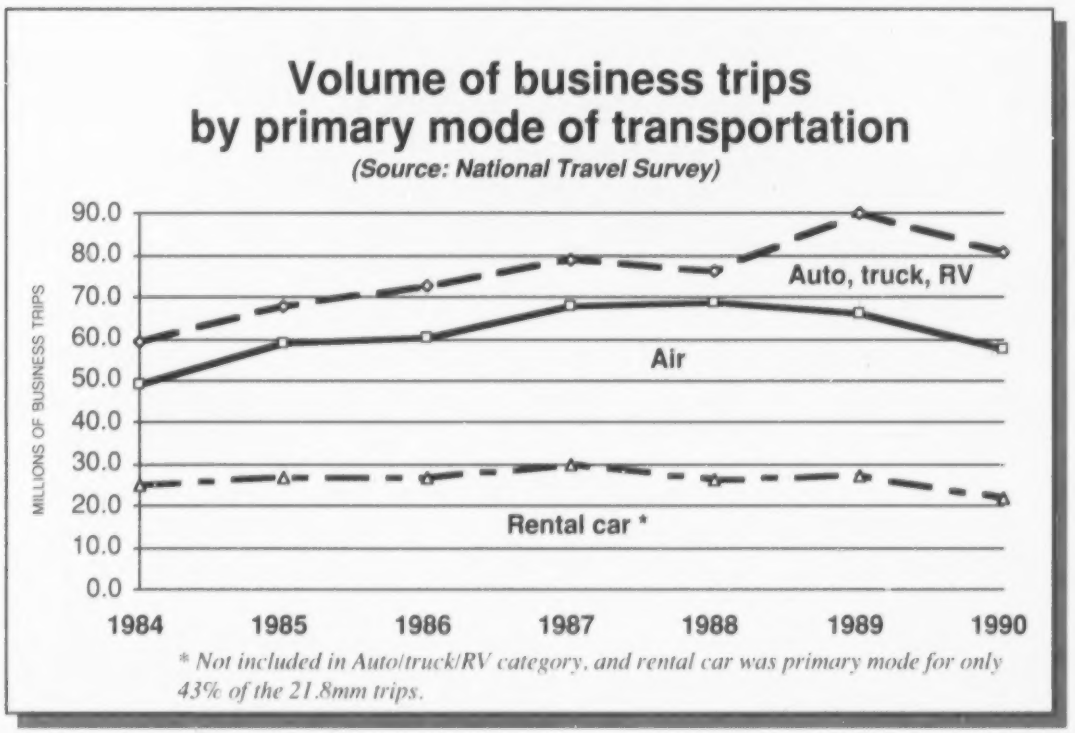
SEASONALITY





Mode of Transportation

According to the National Travel Survey, the relative share of business trips taken by air, rental car, or a traveler's own vehicle has remained fairly stable since 1984, rising and falling in sync with the total volume of business travel. The most notable exception was in 1989, when air trips declined slightly while auto trips increased sharply.



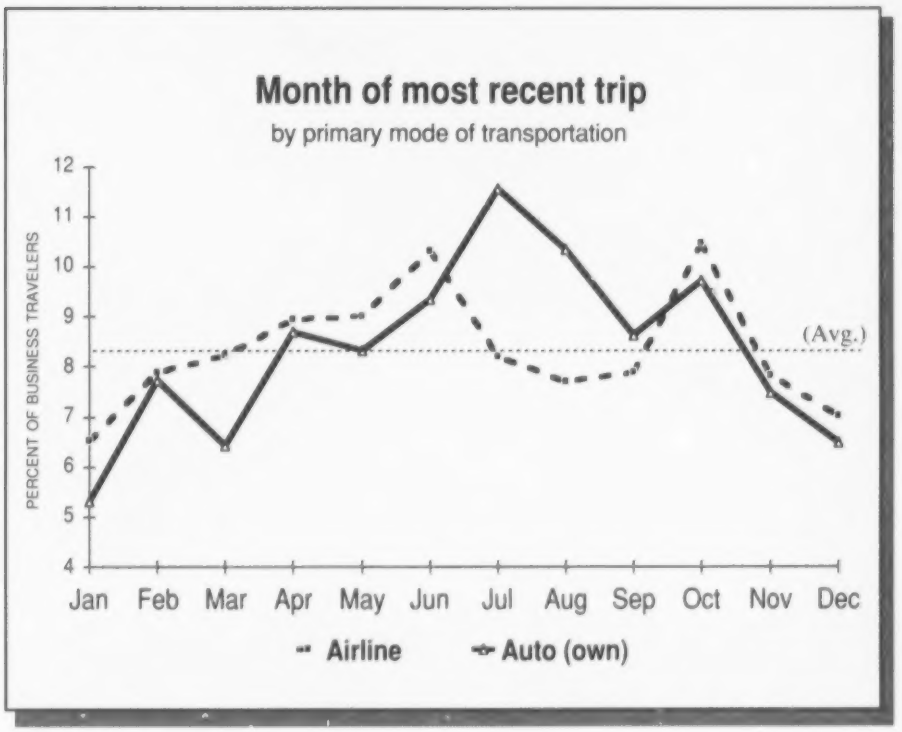
Millions of business trips by...

	1984	1985	1986	1987	1988	1989	1990
Auto, truck, RV	59.5	68.0	72.8	78.8	76.4	89.9	80.9
Air	49.2	58.7	60.2	67.7	68.5	66.2	57.6
Rental car	25.2	26.7	26.6	29.9	26.5	27.2	21.8

Looking at mode of transportation by month of most recent trip *(chart on next page)* reveals more seasonal variance than is visible in a charting of total business trips. Both major modes of transport were used least often during the Winter months. But a greater-than-average** percent of business travelers used their own autos during July and August... when air trips took another plunge below average.

** If trips were evenly distributed throughout the year (100% ÷ 12 months), each month would account for 8.33% — the "avg" indicated by a dotted line on the chart.

Mode of Transportation



How airline reservations are made

A plurality (40.7%) of the business travelers whose most recent trips involved commercial flights reported that they or someone close to them (secretary, assistant, colleague) had booked their airline reservations through travel agents. The next most common method (31.1%) was for the traveler (or secretary, assistant, or colleague) to book the reservation directly with the airline. Corporate travel departments booked the reservations directly with the airline for 13.8% of business air travelers and, for another 9.0%, the CTD called a travel agent. Only 2.0% made no advance reservation for their most recent air trip.

In the majority of cases (54.1%) when travel agents were called, they "just booked the reservation:" less than half of business air travelers said their travel agents participated in the selection of the airline.

DISTANCE TRAVELED

In another return to 1988-like results, the average business trip in 1990 (including travel to Alaska and Hawaii) covered 1,344 miles round-trip. Compare this to a 1,244 mile average in 1989 and 1,370 miles in 1988. Within the continental U.S., business trips averaged 1,254 miles round-trip (vs. 1,169 in 1989).

Among those for whom commercial airline was the main mode of transport on their most recent business trip, the average round-trip distance was 1,978 miles. Those covering the majority of the distance in their own cars traveled an average of 594 miles. Those driving company cars averaged 503 miles.

ACCOMMODATIONS USED

Seventy-four percent of business travelers stayed at least one night in a hotel or motel on a typical trip in 1990 — again, a return to the levels seen in '87 and '88 after a drop to 66% in 1989. The average duration of these stays was 4 nights. Among the 15% of business travelers who stayed at the homes of friends or relatives on a typical trip, the average stay was 5 nights.

HOW HOTEL RESERVATIONS ARE MADE

A plurality (37.4%) of the business travelers who stayed in hotels reported that they or someone close to them (secretary, assistant, colleague) had booked their most recent reservations directly with the hotels or through hotel-system 800 numbers. The next most common method (18.8%) was for the traveler's corporate travel department to book the reservation, either directly with the hotel (13.4%) or through a travel agent (5.4%). 16.4% of travelers (or their secretary, assistant, or colleague) called a travel agent directly for hotel reservations. And 14.4% made no advance reservation for their most recent hotel stay.

In the majority of cases (69.4%) when a travel agent was called to make hotel reservations (21.8%), the business traveler (or the person or CTD acting for him) apparently knew where he/she wanted to stay before making the call: only 30.6% said the travel agent participated in the selection of the hotel... giving travel agents an opportunity to influence hotel selection in less than 7% of business hotel bookings

Final destinations

Not only is the South Atlantic region home to the greatest percentage of business travelers*, but it remained the top final destination for the fifth straight year. It benefited from the greatest net inflow of business travelers, with a 21.1% share as the final destination vs. 17.1% as region of origin.

The Mountain region gained slightly in net inflow from an increase over last year in its share as a final destination. The West South Central suffered a decline as a final destination which gave it a net outflow of business travelers for the first time since 1987.

Despite improving its share as a destination, the East North Central region again suffered a net outflow of business travelers. And the Mid-Atlantic, with a decline in its destination share, became the region with the greatest net outflow in 1990.

Previous visits

Nearly half (48.2%) of all business travelers reported that the final destination on their most recent trip was one they had not visited in the previous 12 months — again, a result more like 1988 (46%) than 1989 (38%). But, because these tend to be less frequent travelers, "first visits" only accounted for about a quarter (27.7%) of all business trips in 1990.

Number of destinations

Seventy-four percent of business travelers reported only one overnight destination on a typical trip in 1990 — a figure that is virtually unchanged since the start of the SBT. However, the 3.6 average nights-per-destination was a slight increase over the 3.2 result for 1989.

* See *Region of residence* table on page 5.

Business Trip Characteristics

		Percent	Millions
Total business travelers		*100.0*	*35.10*
Nights away	None	8.7	3.05
	1	11.7	4.11
	2	18.4	6.46
	3	17.1	6.00
	4 - 5	20.4	7.16
	6 plus	23.7	8.32
	Average (including none) = 4.2		
	Refused/no answer	*0.6*	
Main purpose	Meeting, convention, trade show	45.1	15.83
	Personal business	16.9	5.95
	Consulting	9.1	3.18
	Sales	8.6	3.02
	Company operations	7.4	2.59
	Physical function	4.8	1.68
	Management	4.5	1.56
	Other	3.6	1.27
	Refused/no answer	*0.9*	
Secondary purpose	Convention, seminar or trade show	13.0	4.55
	Vacation	25.5	8.95
Month	January	5.8	2.04
	February	7.8	2.74
	March	7.0	2.46
	April	8.3	2.91
	May	8.7	3.05
	June	9.8	3.44
	July	10.0	3.51
	August	9.1	3.19
	September	8.8	3.09
	October	10.3	3.62
	November	7.6	2.67
	December	6.9	2.42

(cont'd)

BUSINESS TRIP CHARACTERISTICS

		Percent	Millions
Total business travelers		*100.0*	*35.10*
Main transportation	Own auto	42.7	15.00
	Airline	32.9	11.55
	Company car	8.2	2.89
	Rented auto	7.8	2.73
	Bus/motorcoach	2.9	1.01
	Co. plane	2.0	0.71
	Taxi	1.6	0.56
	Train	0.9	0.32
	Other	0.9	0.33
	Refused/no answer	*0.4*	
Other transportation	Own auto	5.5	1.92
	Rental car	18.6	6.54
	Company car	4.6	1.60
			11.55
How air reservations are made *(of those taking commercial flights)*	By traveler* through travel agent	40.7	4.70
	By traveler* direct with airline	31.1	3.59
	CTD direct with airline	13.8	1.60
	CTD through travel agent	9.0	1.04
	Other	3.4	0.39
	No reservation made	2.0	0.23
	Don't know/no answer	*3.0*	
			5.74
Travel agent role *(among those using agents)*	Just booked reservation	54.1	3.11
	Participated in selection of airline	45.9	2.63
	Don't know/no answer	*10.8*	

(cont'd)

* The traveler, his/her secretary, an assistant or colleague.

Business Trip Characteristics

		Percent	Millions
Total business travelers		*100.0*	*35.10*
Accommodations used**	Hotel or motel	73.9	25.94
	Homes of friends/relatives	15.2	5.34
	Cabins, condos, or vacation homes	2.6	0.91
	Other	3.8	1.33
	No overnight stay	8.7	3.05
	Refused/no answer	*0.3*	*0.10*
			25.94
How hotel reservations are made *(among those staying in hotels)*	By traveler* direct with hotel/800#	37.4	9.71
	By traveler* through travel agent	16.4	4.26
	CTD direct with hotel	13.4	3.49
	CTD through travel agent	5.4	1.41
	Other	12.8	3.33
	No reservation made	14.4	3.75
	Don't know/no answer	*6.3*	
			5.67
Travel agent role *(of those using agents)*	Just booked reservation	69.4	3.93
	Participated in selection of hotel	30.6	1.74
	Don't know/no answer	*13.1*	

(cont'd)

* The traveler, his/her secretary, an assistant or colleague.

** Multiple responses possible; adds to more than 100%.

Business Trip Characteristics

		Percent	Millions
Total business travelers		*100.0*	*35.10*
Final destination	New England	2.7	0.95
	Mid-Atlantic	8.7	3.05
	Southern Atlantic	21.1	7.41
	East North Central	14.0	4.91
	West North Central	6.5	2.28
	East South Central	7.7	2.70
	West South Central	10.2	3.58
	Mountain	9.1	3.19
	Pacific	13.7	4.81
	Alaska, Hawaii, Puerto Rico	1.0	0.35
	outside United States	5.4	1.90
Previous visits *(in past 12 months)*	None	48.2	16.92
	1	26.1	9.16
	2 - 3	16.3	5.72
	4 or more	9.4	3.30
Overnight destinations	None	11.1	3.90
	1	73.5	25.80
	2	11.5	4.04
	3 or more	3.9	1.37

Women vs. Men Business Travelers

The number of women business travelers increased in 1990—to 13.13 mm from 12.1 mm in 1989—which reversed the decline in their numbers tracked from the SBT's start in 1986. But the number of business trips they took fell to 44.89 mm (from 54.3 mm in 1989), reversing the upward trend in that statistic.

While past SBT data showed a consistent gap between the proportion of women in the market and their share of all business trips taken—and the 1989 survey had the gap narrowing—the gap widened in 1990: 37.4% of all business travelers were women, but they took just 28.9% of the trips.

Demographics

The average female business traveler is 40 years of age—two years older than her male counterpart. She is twice as likely to be divorced, separated, or widowed, and somewhat less likely to be a college graduate.

Women business travelers are about as likely as men to be professionals or managers, but they are more likely to have a sales/clerical or household service position, and a much greater proportion are retired or unemployed. Median household income for women business travelers is $30M - $40M, while for men it's $40M - $50M.

Men are much more likely than women to be employed in the manufacturing sectors and in agriculture, forestry, fishing, mining, oil, and construction. Women are more likely be in health, legal, and educational services.

Female business travelers are a little more likely than men to be single. More men than women come from the Mid-Atlantic region of the country, while more women come from the West South Central.

Women business travelers took an average of 3.4 business trips in 1990, versus a 5.0 trip average for men. The majority of women are "infrequent" business travelers, and men are about twice as likely to take 10 or more trips annually. These gender differences apply as well to airline business travel.

Characteristics of most recent trip

Women are far more likely than men to attend a meeting, convention, or trade show on a typical business trip. They also combine vacation with business travel slightly more often.

There are no great gender differences in terms of nights per trip, but a slightly larger percentage of men takes extended business trips. Men were also more likely to have visited their most recent destination at least once before during the year.

More women than men used their own cars as their primary transportation on a typical trip in 1990, while men were somewhat more likely to use other modes. Women were a little less likely to stay in a hotel or motel—a little more likely to stay with friends or relatives. And more men belong to frequency programs.

Demographics of Women vs. Men Business Travelers

		Women business travelers	Men business travelers
Business travelers		*13.13mm*	*21.97mm*
		100.0%	100.0%
Age	18 - 34	38.9	43.9
	35 - 44	26.2	27.3
	45 plus	34.9	28.8
Marital status	Married	58.3	64.4
	Single/never married	22.2	26.7
	Divorced, separated, widowed	19.5	9.0
Education	College grad	37.9	41.8
	High school complete/some college	52.0	46.3
	Less than high school complete	10.1	11.9
Income (household)	under $20,000	17.6	11.8
	$20,000 to < $40,000	39.1	38.0
	$40,000 to < $75,000	31.8	34.3
	$75,000 plus	11.6	15.9
Occupation	Professional, managerial	30.6	33.2
	Sales, clerical	26.0	18.7
	Lower level manager/technical	16.9	17.3
	Blue collar	6.7	20.9
	Household service	4.6	2.5
	Retired, unemployed	13.7	5.4
Industry	Manufacturing	8.5	18.0
	Health, legal, and educational services	22.9	9.2
	Wholesale and retail trade	14.9	13.6
	Agriculture, forestry, fishing, mining, oil, construction	5.3	13.3
	Business services	8.7	10.6
	Personal services	10.0	8.8
	Public administration, government	7.5	9.6
	Finance, banking, insurance, real estate	8.3	6.7
	Transportation, communications, public utilities	5.0	6.1

(cont'd)

Demographics of Women vs. Men Business Travelers

		Women business travelers	Men business travelers
Business travelers		*13.13mm*	*21.97mm*
		100.0%	100.0%
Household characteristics	Single adult, no children	20.2	17.5
	Single adult w/child(ren)	5.6	3.1
	Two or more adults, no children	37.7	39.2
	Two or more adults w/child(ren)	36.5	40.2
	Single wage earner	40.3	46.0
	Two or more wage earners	50.6	47.4
	No wage earners	9.1	6.5
Region of residence	New England	5.0	5.0
	Mid-Atlantic	11.9	14.8
	Southern Atlantic	17.3	17.0
	East North Central	17.6	16.0
	East South Central	7.6	7.6
	West North Central	7.0	8.4
	West South Central	13.1	10.8
	Mountain	6.7	7.4
	Pacific	13.9	13.0
Annual trips *(traveler segmentation)*	Infrequent (1 - 2)	57.7	46.6
	Moderate (3 - 9)	34.5	35.6
	Frequent (10 plus)	7.8	17.9
	Average	3.4	5.0
Air trips annually *(traveler segmentation)*	None	48.0	42.6
	Infrequent (1 - 2)	34.2	29.6
	Moderate (3 - 9)	14.8	18.6
	Frequent (10 plus)	3.0	9.3
Frequency program membership	Airline	21.0	22.7
	Number of programs active in (avg)	1.6	2.2
	Lodging	8.9	11.5
	Number of programs active in (avg)	1.6	1.8

CHARACTERISTICS OF MOST RECENT TRIP:

WOMEN VS. MEN BUSINESS TRAVELERS

		Women business travelers	Men business travelers
Business travelers		*13.13mm*	*21.97mm*
		100.0%	100.0%
Nights away	None	9.5	8.2
	1	11.6	11.7
	2 - 3	36.3	35.0
	4 or more	42.6	45.0
	Average (including none)	4.0	4.3
Main purpose	Meeting, convention, trade show	54.3	39.6
	Consulting	7.6	10.0
	Sales	7.1	9.6
	Company operations	5.6	8.5
	Physical function	1.5	6.8
	Management	4.2	4.6
Secondary purpose	Convention, seminar or trade show	26.6	21.3
	Vacation	28.1	24.0
Month	January	5.2	6.1
	February	7.6	7.9
	March	6.9	7.1
	April	9.2	7.8
	May	9.7	8.1
	June	10.4	9.4
	July	10.0	9.9
	August	9.0	9.1
	September	8.5	8.9
	October	11.1	9.8
	November	7.2	7.9
	December	5.1	8.0

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP:

WOMEN VS. MEN BUSINESS TRAVELERS

		Women business travelers	Men business travelers
Business travelers		*13.13mm*	*21.97mm*
		100.0%	100.0%
Main transportation	Own auto	47.8	39.7
	Airline	30.5	34.4
	Rented auto	6.7	8.4
	Company car	6.0	9.5
Other transportation	Own auto	4.4	6.1
	Rental car	14.3	21.2
	Company car	3.0	5.5
Accommodations used	Hotel or motel	71.0	75.6
	Homes of friends/relatives	17.5	13.9
	No overnight stay	9.5	8.2
Final destination	New England	2.3	2.9
	Mid-Atlantic	8.3	9.0
	Southern Atlantic	21.0	21.2
	East North Central	14.1	14.0
	East South Central	7.0	8.1
	West North Central	7.0	6.3
	West South Central	10.7	9.8
	Mountain	10.1	8.5
	Pacific	13.4	13.8
	Alaska, Hawaii, Puerto Rico	1.0	1.0
	outside United States	5.2	5.5
Previous visits *(in past 12 months)*	None	54.7	44.3
	1	23.1	27.9
	2 or more	22.3	27.9
Overnight destinations	None	9.5	8.2
	1	74.5	72.9
	2 or more	14.4	16.0
		3.5	4.2

Business Travelers by Age Group

As the proportion of 35-to-44 year olds in the U.S. population grew dramatically throughout the '80s, it was expected that they would gain influence in the business travel market. In 1990, though, just 26.9% (9.4mm) of all business travelers were in this age group, which is the third consecutive year their proportion has not grown. And although they took 44.81mm business trips—still disproportionately high at 28.8% of the total market—that represents a slight decline in their share over the past four years.

In sheer numbers (14.8mm), 18-to-34 year-olds are still the largest age group (42.1%) in the business traveler market. 10.9mm travelers (31.1%) are 45 and older.

While they have not become a larger segment of the business travel market, travelers in the 35-to-44 age group remain a distinctively upscale and attractive target for suppliers.

DEMOGRAPHICS

About 64% of the 35-44 age group is male. There's a slightly higher percentage of men in the 18-34 group, and a more even male/female distribution among older business travelers (45 plus). Not surprisingly, the likelihood of a business traveler being married or separated, widowed, or divorced rises with age.

Educational attainment is highest in the 35-44 age group, with younger travelers next best. 35-to-44 year olds also typically have better household incomes; older travelers are next best in this category.

The 35-44 group has the greatest percentage of professional/managerial occupations. Predictably, older travelers have a much greater chance of being retired or unemployed, and the younger group has a higher percentage of blue collar workers.

The 35-44 group has a somewhat higher proportion of health/legal/educational service workers than the younger or older groups; among younger travelers there are slightly higher proportions in wholesale/retail trades and business services.

35-44 year olds are more likely to live in households with two-plus adults and children; they're also more likely to be a single parent. These "middle-aged" business travelers are found slightly less in New England and the Southern Atlantic and more in the Mid-Atlantic and West South Central than either their younger or older counterparts.

The 35-44 group has more frequent travelers (and more frequent air travelers) than either the younger or older age group. Younger travelers are less likely to belong to frequent traveler programs.

Characteristics of most recent trip:

by Age Group

The typical business trip of the 35-44 year old group lasts fewer nights than that of either the younger or older group. And they are much less likely to combine vacation with business.

35-44 year olds are more likely to be consulting, selling, managing the company's business or carrying out company operations than either younger or older travelers . . . who are more likely to be pursuing personal business on a typical trip. The younger group is more likely to be performing a physical function for their company and less likely to be attending a meeting, convention or trade show.

Older travelers are the most likely to use their own cars as their primary means of transportation on a typical business trip; the 35-44 group is least likely to do so, and has the greatest likelihood of flying.

With a slight edge to the 35-44 group, all ages are far more likely to stay in a hotel or motel than other accommodations.

On a typical business trip, travelers aged 45 and over are the most likely (by a small margin) to be making their first visit to a destination. Their chances of having made more than 2 visits in that year are about the same as the younger groups, but they are a little less likely to have been there just once before in that year.

The 35-44 group is more likely than younger or older travelers to have just one overnight destination per trip.

Demographics of Business Travelers:

by Age Group

		18 - 34	35 - 44	45 plus
Business travelers		*14.8mm*	*9.4mm*	*10.9mm*
		100.0%	100.0%	100.0%
Gender	Male	65.8	63.9	58.5
	Female	34.2	36.1	41.6
Marital status	Married	49.4	70.9	72.4
	Single/never married	44.5	15.1	7.2
	Separated, divorced, widowed	6.0	14.1	20.5
Education	College grad	38.6	49.1	34.9
	High school complete/some college	50.0	46.0	49.1
	Less than high school complete	11.4	4.9	16.0
Income (household)	under $20,000	16.2	7.8	16.3
	$20,000 to < $40,000	45.2	33.8	33.1
	$40,000 to < $75,000	29.1	41.6	32.3
	$75,000 plus	9.5	16.8	18.3
Occupation	Professional, managerial	28.2	39.2	31.8
	Lower-level manager/technical	18.4	18.2	14.1
	Sales, clerical	23.7	20.3	19.4
	Blue collar	19.7	14.5	11.3
	Retired, unemployed	4.6	2.8	18.7
Industry	Manufacturing	15.6	15.2	12.6
	Health, legal, and educational services	12.8	17.3	13.8
	Wholesale and retail trade	15.7	13.5	12.4
	Agriculture, forestry, fishing, mining, oil, construction	10.7	9.5	10.9
	Business services	11.4	9.8	7.9
	Personal services	9.5	9.0	9.2
	Public administration, government	8.7	9.6	8.2
	Finance, banking, insurance, real estate	7.3	7.5	7.0
	Transportation, communications, public utilities	4.7	6.5	6.4

(cont'd)

DEMOGRAPHICS OF BUSINESS TRAVELERS:

BY AGE GROUP

Business travelers		18 - 34 *14.8mm* 100.0%	35 - 44 *9.4mm* 100.0%	45 plus *10.9mm* 100.0%
Household characteristics	Single adult, no children	18.9	15.1	20.1
	Single adult w/child(ren)	4.4	6.8	1.3
	Two or more adults, no children	36.3	21.1	57.3
	Two or more adults w/child(ren)	40.3	57.1	21.4
	Single wage earner	43.0	46.9	42.3
	Two or more wage earners	52.8	51.4	40.7
	No wage earners	4.2	1.7	17.0
Region of residence	New England	5.2	3.9	5.6
	Mid-Atlantic	13.2	15.0	12.9
	Southern Atlantic	17.9	16.0	17.1
	East North Central	16.2	16.3	17.6
	East South Central	6.6	7.4	9.2
	West North Central	7.4	7.3	9.3
	West South Central	12.1	13.2	9.9
	Mountain	6.7	7.7	7.3
	Pacific	14.9	13.2	11.1
Annual trips *(traveler segmentation)*	Infrequent (1 - 2)	52.6	48.2	51.5
	Moderate (3 - 9)	34.2	35.3	35.5
	Frequent (10 plus)	13.2	16.5	13.1
Air trips annually *(traveler segmentation)*	None	44.9	41.6	47.1
	Infrequent (1 - 2)	32.2	31.2	30.6
	Moderate (3 - 9)	17.4	17.5	16.1
	Frequent (10 plus)	5.6	9.7	6.2
Frequent traveler membership	Airline	19.7	24.8	22.4
	Number of programs active in (avg)	1.9	2.1	2.0
	Lodging	8.1	12.8	11.7
	Number of programs active in (avg)	2.2	1.4	1.6

CHARACTERISTICS OF MOST RECENT TRIP: BY AGE GROUP

Business travelers		18 - 34 *14.8mm* 100.0%	35 - 44 *9.4mm* 100.0%	45 plus *10.9mm* 100.0%
Nights away	None	8.9	9.0	8.4
	1	11.6	11.2	12.1
	2 - 3	34.0	39.2	34.4
	4 plus	45.5	40.6	45.2
	Average (including none)	4.3	3.8	4.3
Main purpose	Meeting, convention, trade show	41.3	48.2	48.2
	Personal business	19.0	10.5	19.0
	Consulting	8.0	10.6	9.0
	Sales	8.9	9.7	7.2
	Company operations	7.6	8.6	6.3
	Physical function	7.6	3.8	2.0
	Management	4.6	5.1	3.7
Secondary purpose	Convention, seminar or trade show	13.3	13.0	12.6
	Vacation	27.2	18.8	28.9
Month	January	5.8	5.2	6.2
	February	7.8	8.4	7.2
	March	7.4	7.9	5.6
	April	8.1	8.3	8.9
	May	8.9	7.7	9.2
	June	8.9	11.2	9.9
	July	10.8	9.0	9.0
	August	9.3	8.9	9.0
	September	8.3	7.3	11.0
	October	9.3	11.7	10.5
	November	7.2	7.9	8.1
	December	8.2	6.4	5.4

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP:

BY AGE GROUP

Business travelers		18 - 34 *14.8mm* 100.0%	35 - 44 *9.4mm* 100.0%	45 plus *10.9mm* 100.0%
Main transportation	Own auto	42.5	39.8	46.1
	Airline	29.6	36.3	34.1
	Rented auto	8.9	8.0	5.9
	Company car	9.0	9.0	6.6
Other transportation	Own auto	5.5	5.3	5.7
	Rented auto	17.9	20.8	17.7
	Company car	5.3	4.3	4.1
Accommodations used	Hotel or motel	71.6	78.3	73.3
	Homes of friends/relatives	18.2	11.2	14.6
	Cabins, condos, or vacation homes	3.2	1.6	2.6
	No overnight stay	8.9	9.0	8.4
Final destination	New England	2.6	2.6	3.0
	Mid-Atlantic	9.4	8.3	8.4
	Southern Atlantic	21.2	20.1	21.5
	East North Central	14.8	14.5	12.3
	East South Central	6.6	8.8	8.2
	West North Central	6.3	5.9	7.3
	West South Central	10.4	10.2	10.1
	Mountain	8.1	9.5	10.1
	Pacific	14.4	14.2	12.2
	Alaska, Hawaii, Puerto Rico	1.0	0.8	1.0
	outside United States	5.2	5.2	6.0
Previous visits *(in past 12 months)*	None	47.3	47.1	50.8
	1	27.1	26.9	23.8
	2 - 3	17.1	15.2	15.8
	4 plus	8.6	10.8	9.6
Overnight destinations	None	8.9	9.0	8.4
	1	71.4	77.2	73.0
	2	13.1	9.6	10.7
	3 or more	3.9	2.9	5.0

Frequent Business Travelers

In 1990, the number of "frequent" business travelers—those taking 10 or more business trips per year—declined for the first time since the start of the SBT. But while their numbers fell, from 5.2mm in 1989 to 4.95mm in 1990, the number of trips they took rose from 73.0mm to 79.6mm.

Thus, frequent business travelers comprised the most influential segment of the 1990 market, with only 14% of the travelers taking fully half (51%) of all business trips.

Demographics

Compared to less frequent travelers, frequent business travelers are much more likely to be male. They are also somewhat more likely to be married and 35-44 years of age.

The majority of frequent business travelers have higher education and occupation levels and, as a result, better household incomes than less frequent travelers. Also, a greater proportion come from the manufacturing, business services, and finance/banking/insurance/real estate industries.

Slightly more of this segment comes from the West South Central and Mountain regions, and fewer from the East North Central and East South Central regions.

The average frequent business traveler took 16.1 business trips in 1990—about 12 more than the overall average. This is obviously skewed by some high numbers for a few travelers, since only one-third of the segment takes more than 20 business trips annually.

Characteristics of Most Recent Trip

A frequent business traveler's typical trip is more likely to involve no overnight stay and less likely to last more than 3 nights. It is also significantly less likely to be combined with vacation.

Frequent business travelers are much less likely to be attending a meeting, convention or trade show on an average trip than less frequent travelers. They are also less likely to be traveling on personal business. On the other hand, they are more likely to be consulting, selling, carrying out company operations or managing the company's affairs.

In 1990, more frequent business travelers reported having taken their most recent trips in January and February and from September through December, offset by less-than-average travel from March through August.

Only about a third of this segment used their own cars as their primary transportation on a typical trip, compared to 44.4% of less-frequent travelers, while a greater proportion used the airlines. And while the percentage reporting a stay in a hotel or motel was about the same regardless of travel frequency, it must be remembered that frequent travelers were less likely to stay overnight at all on a typical trip.

Characteristics of most recent trip:

Frequent Business Travelers

The Southern Atlantic is the most popular destination for frequent business travelers, but only to the same degree as it is for less frequent travelers. More frequent travelers had the Pacific, Mid-Atlantic, and East North Central regions as a final destination on a typical trip; the East South Central, West North and West South Central regions were more likely destinations for the less frequent traveler.

Demographics of Frequent Business Travelers

Business travelers		Frequent business travelers *4.95mm* 100.0%	Less frequent travelers *30.15mm* 100.0%
Gender	Male	79.2	59.9
	Female	20.8	40.1
Age	18 - 34	39.4	42.4
	35 - 44	31.6	26.1
	45 plus	29.0	31.4
Marital status	Married	65.6	61.5
	Single/never married	22.6	25.4
	Separated, divorced, widowed	11.8	13.1
Education	College grad	58.7	37.3
	High school complete/some college	37.8	50.2
	Less than high school complete	3.5	12.5
Income (household)	under $20,000	5.9	15.3
	$20,000 to < $40,000	28.0	40.2
	$40,000 to < $75,000	38.2	32.5
	$75,000 plus	27.9	12.0
Occupation	Professional, managerial	42.1	30.6
	Blue collar	11.6	16.2
	Retired, unemployed	4.2	9.2
Industry	Manufacturing	19.0	13.7
	Health, legal, and educational services	10.7	14.9
	Wholesale and retail trade	12.9	14.3
	Agriculture, forestry, fishing, mining, oil, construction	11.6	10.2
	Business services	13.3	9.3
	Personal services	7.2	9.6
	Public administration, government	8.2	8.9
	Finance, banking, insurance, real estate	9.3	7.0
	Transportation, communications, public utilities	4.0	6.0

(cont'd)

Demographics of Frequent Business Travelers

Business travelers		Frequent business travelers *4.95mm* 100.0%	Less frequent travelers *30.15mm* 100.0%
Household characteristics	Single adult, no children	18.8	18.5
	Single adult w/child(ren)	4.6	4.0
	Two or more adults, no children	37.5	38.8
	Two or more adults w/child(ren)	39.2	38.8
	Single wage earner	46.3	43.5
	Two or more wage earners	47.7	48.8
	No wage earners	6.0	7.7
Region of residence	New England	5.3	5.0
	Mid-Atlantic	13.7	13.7
	Southern Atlantic	17.9	17.0
	East North Central	15.1	16.9
	West North Central	6.9	8.0
	East South Central	6.1	7.8
	West South Central	13.3	11.4
	Mountain	8.8	6.9
	Pacific	12.9	13.4
Air trips annually *(traveler segmentation)*	None	26.5	47.6
	Infrequent (1 - 2)	10.5	34.8
	Moderate (3 - 9)	20.1	16.7
	Frequent (10 plus)	42.9	1.0
Frequency program membership	Airline	46.8	18.0
	Number of programs active in (avg)	2.9	1.6
	Lodging	28.8	7.5
	Number of programs active in (avg)	2.1	1.4

CHARACTERISTICS OF MOST RECENT TRIP:

FREQUENT BUSINESS TRAVELERS

		Frequent business travelers	Less frequent travelers
Business travelers		*4.95mm*	*30.15mm*
		100.0%	100.0%
Nights away	None	13.4	7.9
	1	12.6	11.5
	2 - 3	32.4	36.0
	4 or more	41.6	44.5
	Average (including none)	4.1	4.1
Main purpose	Meeting, convention, trade show	29.0	47.8
	Personal business	10.4	18.0
	Consulting	14.8	8.1
	Sales	19.2	6.9
	Company operations	11.2	6.7
	Physical function	6.3	4.6
	Management	7.4	4.0
Secondary purpose	Convention, seminar or trade show	9.2	13.4
	Vacation	14.1	27.4
Month	January	6.0	5.7
	February	9.9	7.5
	March	4.9	7.4
	April	6.4	8.7
	May	7.4	8.9
	June	8.4	10.0
	July	6.4	10.5
	August	7.8	9.3
	September	10.5	8.5
	October	11.6	10.1
	November	8.5	7.5
	December	12.3	6.0

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP:

FREQUENT BUSINESS TRAVELERS

Business travelers		Frequent business travelers *4.95mm* 100.0%	Less frequent travelers *30.15mm* 100.0%
Main transportation	Own auto	32.3	44.4
	Airline	40.8	31.6
	Rented auto	7.6	7.8
	Company car	12.4	7.5
Other transportation	Own auto	7.2	5.2
	Rental car	27.0	17.3
	Company car	7.3	4.2
Accommodations used	Hotel or motel	72.6	74.1
	Homes of friends/relatives	12.0	15.8
	No overnight stay	13.4	7.9
Final destination	New England	3.0	2.6
	Mid-Atlantic	10.1	8.5
	Southern Atlantic	21.1	21.1
	East North Central	15.2	13.8
	East South Central	5.7	8.0
	West North Central	5.5	6.7
	West South Central	9.1	10.4
	Mountain	8.9	9.1
	Pacific	15.8	13.3
	Alaska, Hawaii, Puerto Rico	0.9	1.0
	outside United States	4.7	5.5
Previous visits *(in past 12 months)*	None	18.7	53.0
	1	19.3	27.2
	2 - 3	22.8	15.3
	4 or more	39.2	4.6
Overnight destinations	None	13.4	7.9
	1	68.5	74.3
	2	10.9	11.6
	3 or more	5.1	3.7

Business Travelers by Industry

Three industrial sectors—manufacturing, health/legal/educational services, and wholesale/retail trade—each contribute about 5 mm travelers (14.5% to 14.1%, respectively) to the business travel market. The manufacturing sector has a disproportionately large share (16.3%) of the total business trip volume, while the other two sectors contribute 12.2% and 13.3%, respectively. The finance/banking/insurance/real estate and business services groups are also heavier-than-average business travelers, combining to account for almost 20% of all trips with only 17% of the travelers.

Demographics

The group which includes agriculture, forestry, fishing, mining, oil and construction is the most predominantly male, with manufacturing a close second. The health, legal, and educational services have the highest proportion of women.

The groups with the highest proportion of business travelers 35 to 44 years of age are the health/legal/educational services and the transportation/communications/utilities group . The transportation (et al.) group has the greatest proportion of travelers aged 45 and older, while business services and wholesale/retail lead in 18 to 34 year-old travelers.

The agriculture group has the highest proportion of currently married business travelers; the personal services sector has the greatest proportion of single travelers.

The health services group has the highest level of education and occupational attainment.

In terms of region of residence, the accompanying tables show some logical patterns of concentration: manufacturing in the East North Central, Mid-Atlantic and Southern Atlantic, agriculture/mining/oil, etc. in the West South and East North Central, finance/banking/insurance in the East North Central, public administration/government in the Southern Atlantic, and so on.

The business services and manufacturing groups contain the highest proportion of frequent travelers, followed closely by the financial group; the transportation group has the lowest. The agriculture group has the greatest percentage of infrequent travelers. Likewise, the manufacturing and business services sectors contain the highest concentrations of frequent air travelers; the personal services group has the largest proportion of business travelers who don't fly.

Characteristics of most recent trip

The highest percentage of meeting, convention, and trade show attendees is in the health services group; the transportation group has the lowest percentage going to meetings and conventions.

3 of 10 travelers in the personal services group combined vacation with their most recent business trips to lead all other sectors.

CHARACTERISTICS OF MOST RECENT TRIP:

BY INDUSTRY

Personal services also led with the highest percentage of "day trippers," while government had the biggest proportion of extended-trip (2+ nights) travelers. The wholesale/retail group leads in number of overnight destinations per trip (2+), while the health/legal/education services group has the lowest.

Hotel/motel use is highest among those in the financial group and the transportation group; personal services led in stays with friends or relatives.

The financial and business services groups have the greatest percentage of travelers participating in frequent flyer programs; lodging programs are most popular with the manufacturing and business services groups.

While the Southern Atlantic region is the most popular of destinations across all industry categories, it enjoys its biggest advantage among the transportation group and its smallest with the agriculture group. The government group had the largest percentage of travelers with foreign destinations.

Travelers in the business services were most likely to visit a destination two or more times in a year; the health services group—the biggest M&C attendees and a majority being infrequent travelers—were the most likely to have no more than one previous visit in the past year.

DEMOGRAPHICS OF BUSINESS TRAVELERS BY INDUSTRY:

MANUFACTURING

HEALTH / LEGAL / EDUCATIONAL SERVICES

		Manufacture	Health / legal / ed services
Business travelers		5.09mm	5.02mm
		100.0	*100.0*
Gender	Male	78.0	40.3
	Female	22.0	59.7
Age	18 - 34	45.0	37.3
	35 - 44	28.1	32.5
	45 plus	26.9	30.2
Marital status	Married	63.9	59.1
	Single/never married	24.6	26.0
	Divorced, separated, widowed	11.5	14.9
Education	College grad	40.7	71.1
	High sc! complete/some college	51.6	26.1
	Less than high school complete	7.7	2.8
Income (household)	under $20,000	9.5	11.5
	$20,000 to < $40,000	30.9	35.6
	$40,000 to < $75,000	41.1	36.6
	$75,000 plus	18.5	16.3
Occupation	Professional, managerial	31.9	57.6
	Lower-level manager/technical	21.4	17.5
	Sales, clerical	22.4	16.1
	Blue collar	19.4	2.3
	Retired, unemployed	3.4	3.4
Region of residence	New England	5.4	4.8
	Mid-Atlantic	15.6	12.3
	Southern Atlantic	15.5	18.0
	East North Central	22.0	16.6
	East South Central	5.4	7.7
	West North Central	8.3	7.2
	West South Central	8.4	14.6
	Mountain	7.6	6.5
	Pacific	11.8	12.2

(cont'd)

Demographics of Business Travelers by Industry:

Manufacturing

Health / Legal / Educational services

		Manufacture	Health / legal / ed services
Business travelers		5.09mm	5.02mm
		100.0	*100.0*
Annual trips	Infrequent (1 - 2)	46.1	54.2
(traveler segmentation)	Moderate (3 - 9)	35.4	35.3
	Frequent (10 plus)	18.5	10.6
Air trips annually	None	32.1	40.9
(traveler segmentation)	Infrequent (1 - 2)	33.6	34.7
	Moderate (3 - 9)	22.1	19.6
	Frequent (10 plus)	12.3	4.8
Frequent traveler programs	Airline	29.7	27.0
	Number of programs active in (avg)	2.4	1.9
	Lodging	15.3	7.8
	Number of programs active in (avg)	1.5	1.7

CHARACTERISTICS OF MOST RECENT TRIP BY INDUSTRY:

MANUFACTURING

HEALTH / LEGAL / EDUCATIONAL SERVICES

		Manufacture	Health / legal / ed services
Business travelers		5.09mm	5.02mm
		100.0	*100.0*
Nights away	None	9.0	6.8
	1	12.1	12.0
	2 - 3	33.3	39.2
	4 or more	45.7	42.1
	Average (including none)	4.2	4.1
Main purpose	Meeting, convention, trade show	40.5	61.8
	Personal business	14.1	11.5
	Consulting	10.8	10.3
	Sales	15.2	2.9
	Company operations	7.4	4.4
	Physical function	6.2	0.8
	Management	4.3	3.7
Secondary purpose	Convention, seminar or trade show	10.7	12.2
	Vacation	20.4	25.2
Month	January	6.5	4.6
	February	6.1	6.2
	March	7.4	9.5
	April	9.1	10.0
	May	9.4	9.9
	June	10.3	10.9
	July	11.4	7.8
	August	8.2	7.6
	September	9.5	7.4
	October	10.2	11.9
	November	6.5	7.9
	December	5.6	6.4

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP BY INDUSTRY:

MANUFACTURING

HEALTH / LEGAL / EDUCATIONAL SERVICES

Business travelers		Manufacture 5.09mm *100.0*	Health / legal / ed services 5.02mm *100.0*
Main transportation	Own auto	32.9	43.2
	Airline	39.4	38.3
	Rented auto	12.7	6.7
	Company car	8.7	4.5
Other transportation	Own auto	5.4	6.0
	Rented auto	27.9	16.4
	Company car	6.8	2.0
Accommodations used	Hotel or motel	76.0	77.8
	Homes of friends/relatives	12.6	14.9
	No overnight stay	9.0	6.8
Final destination	New England	3.9	2.5
	Mid-Atlantic	9.3	8.3
	Southern Atlantic	20.7	22.6
	East North Central	16.3	12.5
	West North Central	5.8	6.7
	East South Central	8.3	7.6
	West South Central	7.8	10.6
	Mountain	7.8	8.9
	Pacific	13.3	13.7
	Alaska, Hawaii, Puerto Rico	1.0	1.3
	outside United States	5.9	5.3
Previous visits *(in past 12 months)*	None	44.2	51.1
	1	26.8	29.8
	2 plus	29.0	19.1
Overnight destinations	None	9.0	6.8
	1	73.6	79.1
	2	11.5	9.0
	3 or more	3.3	3.7

DEMOGRAPHICS OF BUSINESS TRAVELERS BY INDUSTRY:

WHOLESALE / RETAIL TRADE

AGRICULTURE, FORESTRY, FISHING, MINING, OIL, CONSTRUCTION

		Wholesale & retail trade	Agri., forest fish, mine, oil, constr.
Business travelers		4.95mm	3.62mm
		100.0	*100.0*
Gender	Male	60.6	80.9
	Female	39.4	19.1
Age	18 - 34	46.7	42.9
	35 - 44	25.8	24.6
	45 plus	27.5	32.5
Marital status	Married	59.9	71.5
	Single/never married	27.5	21.4
	Divorced, separated, widowed	12.6	7.1
Education	College grad	27.5	22.1
	High school complete/some college	58.9	59.7
	Less than high school complete	13.6	18.2
Income (household)	under $20,000	15.5	13.8
	$20,000 to < $40,000	45.8	42.7
	$40,000 to < $75,000	29.0	32.7
	$75,000 plus	9.7	10.8
Occupation	Professional, managerial	16.8	22.2
	Lower-level manager/technical	17.4	14.4
	Sales, clerical	42.6	14.7
	Blue collar	11.6	41.4
	Retired, unemployed	7.0	5.6
Region of residence	New England	4.0	5.2
	Mid-Atlantic	13.2	9.2
	Southern Atlantic	15.7	13.9
	East North Central	19.0	15.9
	West North Central	7.0	8.3
	East South Central	8.7	10.5
	West South Central	12.5	16.5
	Mountain	6.3	6.5
	Pacific	13.8	14.0

(cont'd)

Demographics of Business Travelers by Industry:

Wholesale / Retail trade

Agriculture, Forestry, Fishing, Mining, Oil, Construction

		Wholesale & retail trade	Agri., forest fish, mine, oil, constr.
Business travelers		4.95mm	3.62mm
		100.0	*100.0*
Annual trips	Infrequent (1 - 2)	53.3	55.6
(traveler segmentation)	Moderate (3 - 9)	33.8	28.6
	Frequent (10 plus)	12.9	15.8
Air trips annually	None	48.1	56.6
(traveler segmentation)	Infrequent (1 - 2)	32.1	26.4
	Moderate (3 - 9)	14.6	10.2
	Frequent (10 plus)	5.2	6.8
Frequent traveler programs	Airline	16.9	12.6
	Number of programs active in (avg)	2.1	2.0
	Lodging	8.6	7.6
	Number of programs active in (avg)	2.6	1.4

CHARACTERISTICS OF MOST RECENT TRIP BY INDUSTRY:

WHOLESALE / RETAIL TRADE

AGRICULTURE, FORESTRY, FISHING, MINING, OIL, CONSTRUCTION

		Wholesale & retail trade	Agri., forest fish, mine, oil, constr.
Business travelers		4.95mm	3.62mm
		100.0	*100.0*
Nights away	None	10.3	7.9
	1	12.6	15.3
	2 - 3	35.6	37.3
	4 or more	41.5	39.5
	Average (including none)	4.0	3.9
Main purpose	Meeting, convention, trade show	42.6	36.8
	Personal business	19.9	26.3
	Consulting	3.2	8.2
	Sales	13.7	7.3
	Company operations	6.8	4.0
	Physical function	4.1	10.6
	Management	5.6	5.4
Secondary purpose	Convention, seminar or trade show	15.8	14.7
	Vacation	24.9	26.3
Month	January	7.2	6.6
	February	7.7	6.8
	March	6.6	5.7
	April	8.0	9.3
	May	7.9	8.9
	June	8.5	8.3
	July	12.9	10.6
	August	11.4	10.3
	September	8.5	9.2
	October	8.2	9.7
	November	6.3	7.2
	December	6.8	7.5

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP BY INDUSTRY:

WHOLESALE / RETAIL TRADE

AGRICULTURE, FORESTRY, FISHING, MINING, OIL, CONSTRUCTION

		Wholesale & retail trade	Agri., forest fish, mine, oil, constr.
Business travelers		4.95mm	3.62mm
		100.0	*100.0*
Main transportation	Own auto	47.0	47.4
	Airline	28.0	25.4
	Rented auto	7.4	4.7
	Company car	8.1	13.3
Other transportation	Own auto	6.3	5.5
	Rented auto	13.5	17.0
	Company car	4.2	7.8
Accommodations used	Hotel or motel	72.5	74.0
	Homes of friends/relatives	16.7	12.3
	No overnight stay	10.3	7.9
Final destination	New England	2.3	1.5
	Mid-Atlantic	9.8	6.6
	Southern Atlantic	18.8	17.9
	East North Central	16.5	10.9
	West North Central	5.5	7.6
	East South Central	8.7	9.9
	West South Central	11.2	13.5
	Mountain	8.5	11.1
	Pacific	14.0	14.5
	Alaska, Hawaii, Puerto Rico	0.4	2.1
	outside United States	4.6	4.4
Previous visits *(in past 12 months)*	None	46.2	46.9
	1	24.9	25.7
	2 or more	28.9	27.4
Overnight destinations	None	10.3	7.9
	1	69.1	75.2
	2	13.9	10.9
	3 or more	4.9	2.6

DEMOGRAPHICS OF BUSINESS TRAVELERS BY INDUSTRY:

BUSINESS SERVICES

PERSONAL SERVICES

		Business services	Personal services
Business travelers		3.47mm	3.26mm
		100.0	*100.0*
Gender	Male	67.4	59.7
	Female	32.6	40.3
Age	18 - 34	48.3	42.9
	35 - 44	26.7	26.2
	45 plus	25.0	31.0
Marital status	Married	60.4	53.8
	Single/never married	32.8	31.3
	Divorced, separated, widowed	6.8	14.9
Education	College grad	50.7	30.1
	High school complete/some college	40.7	53.2
	Less than high school complete	8.6	16.7
Income (household)	under $20,000	8.8	24.8
	$20,000 to < $40,000	35.6	44.4
	$40,000 to < $75,000	35.1	22.9
	$75,000 plus	20.5	7.9
Occupation	Professional, managerial	40.0	27.9
	Lower-level manager/technical	17.1	10.7
	Sales, clerical	21.4	13.1
	Blue collar	13.5	28.2
	Retired, unemployed	3.3	7.4
Region of residence	New England	4.4	5.9
	Mid-Atlantic	19.1	12.1
	Southern Atlantic	14.3	20.6
	East North Central	11.3	18.8
	West North Central	10.7	5.9
	East South Central	6.0	5.2
	West South Central	11.6	9.1
	Mountain	7.6	7.6
	Pacific	15.0	15.0

(cont'd)

DEMOGRAPHICS OF BUSINESS TRAVELERS BY INDUSTRY:

BUSINESS SERVICES

PERSONAL SERVICES

		Business services	Personal services
Business travelers		3.47mm	3.26mm
		100.0	*100.0*
Annual trips *(traveler segmentation)*	Infrequent (1 - 2)	44.6	53.6
	Moderate (3 - 9)	36.4	35.5
	Frequent (10 plus)	19.1	11.0
Air trips annually *(traveler segmentation)*	None	40.0	57.8
	Infrequent (1 - 2)	28.7	29.7
	Moderate (3 - 9)	19.9	9.4
	Frequent (10 plus)	11.4	3.1
Frequent traveler programs	Airline	31.1	15.6
	Number of programs active in (avg)	1.8	2.1
	Lodging	15.1	9.1
	Number of programs active in (avg)	1.2	2.2

CHARACTERISTICS OF MOST RECENT TRIP BY INDUSTRY:

BUSINESS SERVICES

PERSONAL SERVICES

		Business services	Personal services
Business travelers		3.47mm	3.26mm
		100.0	*100.0*
Main purpose	Meeting, convention, trade show	46.6	42.7
	Personal business	9.2	19.9
	Consulting	15.8	7.9
	Sales	9.7	8.9
	Company operations	6.9	6.8
	Physical function	4.7	6.1
	Management	4.3	3.2
Secondary purpose	Convention, seminar or trade show	8.7	14.1
	Vacation	21.1	30.3
Nights away	None	9.0	11.4
	1	13.6	9.7
	2 - 3	33.8	30.7
	4 plus	43.6	48.2
	Average (including none)	5.0	6.4
Month	January	5.2	6.2
	February	11.4	7.5
	March	4.3	8.6
	April	8.2	7.9
	May	5.8	7.0
	June	9.5	8.3
	July	7.1	9.7
	August	8.3	10.7
	September	11.0	7.5
	October	12.5	12.6
	November	11.4	8.3
	December	5.4	5.7

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP BY INDUSTRY:

BUSINESS SERVICES

PERSONAL SERVICES

		Business services	Personal services
Business travelers		3.47mm	3.26mm
		100.0	*100.0*
Main transportation	Own auto	38.6	51.5
	Airline	41.4	24.6
	Rented auto	8.2	7.0
	Company car	6.8	7.7
Other transportation	Own auto	5.0	5.1
	Rented auto	25.1	11.9
	Company car	4.6	4.9
Accommodations used	Hotel or motel	75.4	66.1
	Homes of friends/relatives	14.5	20.9
	No overnight stay	9.0	11.4
Final destination	New England	2.1	3.6
	Mid-Atlantic	7.8	9.9
	Southern Atlantic	23.6	20.7
	East North Central	13.4	14.2
	West North Central	8.1	6.0
	East South Central	5.8	5.9
	West South Central	9.6	9.0
	Mountain	9.4	7.8
	Pacific	13.9	17.1
	Alaska, Hawaii, Puerto Rico	0.6	0.9
	outside United States	5.7	4.9
Previous visits *(in past 12 months)*	None	40.2	51.8
	1	27.2	27.1
	2 or more	32.7	21.1
Overnight destinations	None	9.0	11.4
	1	74.2	70.6
	2	12.5	10.5
	3 or more	3.4	4.6

DEMOGRAPHICS OF BUSINESS TRAVELERS BY INDUSTRY:

PUBLIC ADMINISTRATION, GOVERNMENT

FINANCE, BANKING, INSURANCE, REAL ESTATE

		Public admin / gov'mnt	Finance, banking, ins., R.E.
Business travelers		3.09mm	2.56mm
		100.0	*100.0*
Gender	Male	68.1	57.5
	Female	31.9	42.5
Age	18 - 34	41.3	42.0
	35 - 44	29.5	27.9
	45 plus	29.2	30.1
Marital status	Married	64.2	64.3
	Single/never married	22.6	23.0
	Divorced, separated, widowed	13.2	12.7
Education	College grad	44.8	49.9
	High school complete/some college	48.3	48.5
	Less than high school complete	6.9	1.6
Income (household)	under $20,000	10.0	4.8
	$20,000 to < $40,000	43.2	32.3
	$40,000 to < $75,000	37.0	36.9
	$75,000 plus	9.8	26.0
Occupation	Professional, managerial	27.2	55.4
	Lower-level manager/technical	32.0	12.9
	Sales, clerical	20.2	24.7
	Blue collar	6.0	3.5
	Retired, unemployed	2.5	3.3
Region of residence	New England	6.2	5.3
	Mid-Atlantic	11.8	15.2
	Southern Atlantic	19.8	16.6
	East North Central	11.8	18.6
	West North Central	7.9	8.6
	East South Central	8.7	4.2
	West South Central	9.5	11.8
	Mountain	9.9	7.0
	Pacific	14.4	12.7

(cont'd)

DEMOGRAPHICS OF BUSINESS TRAVELERS BY INDUSTRY:

PUBLIC ADMINISTRATION, GOVERNMENT

FINANCE, BANKING, INSURANCE, REAL ESTATE

		Public admin / gov'mnt	Finance, banking, ins., R.E.
Business travelers		3.09mm	2.56mm
		100.0	*100.0*
Annual trips	Infrequent (1 - 2)	46.7	46.5
(traveler segmentation)	Moderate (3 - 9)	40.2	35.6
	Frequent (10 plus)	13.2	17.9
Air trips annually	None	40.6	34.8
(traveler segmentation)	Infrequent (1 - 2)	32.9	34.3
	Moderate (3 - 9)	20.3	22.5
	Frequent (10 plus)	6.2	8.4
Frequent traveler programs	Airline	16.8	31.3
	Number of programs active in (avg)	2.1	2.0
	Lodging	9.7	14.7
	Number of programs active in (avg)	1.7	1.9

CHARACTERISTICS OF MOST RECENT TRIP BY INDUSTRY:

PUBLIC ADMINISTRATION / GOVERNMENT

FINANCE, BANKING, INSURANCE, REAL ESTATE

		Public admin / gov'mnt	Finance, banking, ins., R.E.
Business travelers		3.09mm	2.56mm
		100.0	*100.0*
Nights away	None	( )	8.2
	1	9.6	13.5
	2 - 3	33.3	37.2
	4 plus	51.1	41.1
	Average (including none)	4.8	4.0
Main purpose	Meeting, convention, trade show	47.3	47.6
	Personal business	9.7	12.5
	Consulting	10.3	9.1
	Sales	1.9	12.4
	Company operations	15.9	7.5
	Physical function	5.4	1.0
	Management	4.1	6.2
Secondary purpose	Convention, seminar or trade show	13.1	15.8
	Vacation	22.3	20.5
Month	January	5.5	6.3
	February	10.0	6.1
	March	6.0	7.9
	April	7.0	9.1
	May	10.6	8.3
	June	9.2	9.4
	July	10.7	8.8
	August	6.7	7.0
	September	9.3	9.6
	October	12.0	11.0
	November	7.6	7.1
	December	5.3	9.6

(cont'd)

Characteristics of most recent trip by Industry:

Public administration / Government

Finance, Banking, Insurance, Real Estate

		Public admin / gov'mnt	Finance, banking, ins., R.E.
Business travelers		3.09mm	2.56mm
		100.0	*100.0*
Main transportation	Own auto	33.9	33.4
	Airline	33.7	39.4
	Rented auto	8.2	10.4
	Company car	13.8	8.4
Other transportation	Own auto	6.1	6.0
	Rented auto	21.5	21.2
	Company car	3.8	4.1
Accommodations used	Hotel or motel	77.0	81.8
	Homes of friends/relatives	12.0	10.0
	No overnight stay	6.0	8.2
Final destination	New England	3.0	3.1
	Mid-Atlantic	7.6	10.1
	Southern Atlantic	23.2	20.2
	East North Central	11.3	14.3
	West North Central	7.1	7.6
	East South Central	6.5	6.6
	West South Central	9.2	11.2
	Mountain	10.4	8.8
	Pacific	13.2	11.1
	Alaska, Hawaii, Puerto Rico	1.2	0.7
	outside United States	7.2	6.4
Previous visits *(in past 12 months)*	None	50.5	44.8
	1	23.6	27.2
	2 or more	25.9	28.0
Overnight destinations	None	6.0	8.2
	1	75.9	73.4
	2	11.0	11.8
	3 or more	5.0	3.7

Demographics of Business Travelers by Industry:

Transportation, Communications, Public utilities

		Transp, comm, utilities
Business travelers		2.00mm
		100.0
Gender	Male	67.2
	Female	32.8
Age	18 - 34	34.2
	35 - 44	30.7
	45 plus	35.1
Marital status	Married	68.2
	Single/never married	18.0
	Divorced, separated, widowed	13.8
Education	College grad	31.8
	High school complete/some college	56.2
	Less than high school complete	12.0
Income (household)	under $20,000	6.8
	$20,000 to < $40,000	37.0
	$40,000 to < $75,000	39.5
	$75,000 plus	16.7
Occupation	Professional, managerial	25.7
	Lower-level manager/technical	18.2
	Sales, clerical	23.6
	Blue collar	23.4
	Retired, unemployed	4.6
Region of residence	New England	2.8
	Mid-Atlantic	20.3
	Southern Atlantic	21.3
	East North Central	10.7
	West North Central	6.0
	East South Central	8.5
	West South Central	8.4
	Mountain	6.8
	Pacific	15.4

(cont'd)

Demographics of Business Travelers by Industry:

Transportation, Communications, Public utilities

		Transp, comm, utilities
Business travelers		2.00mm
		100.0
Annual trips	Infrequent (1 - 2)	46.5
(traveler segmentation)	Moderate (3 - 9)	43.5
	Frequent (10 plus)	10.0
Air trips annually	None	42.0
(traveler segmentation)	Infrequent (1 - 2)	32.7
	Moderate (3 - 9)	19.1
	Frequent (10 plus)	6.2
Frequent traveler programs	Airline	23.1
	Number of programs active in (avg)	1.7
	Lodging	13.5
	Number of programs active in (avg)	2.3

CHARACTERISTICS OF MOST RECENT TRIP BY INDUSTRY:

TRANSPORTATION, COMMUNICATIONS, PUBLIC UTILITIES

		Transp, comm, utilities
Business travelers		2.00mm
		100.0
Main purpose	Meeting, convention, trade show	32.2
	Personal business	14.9
	Consulting	10.1
	Sales	7.1
	Company operations	16.1
	Physical function	7.3
	Management	6.0
Secondary purpose	Convention, seminar or trade show	14.9
	Vacation	24.0
Nights away	None	6.2
	1	10.2
	2 - 3	44.2
	4 plus	39.4
	Average (including none)	3.9
Month	January	6.8
	February	10.4
	March	6.6
	April	4.6
	May	9.3
	June	10.6
	July	8.5
	August	7.0
	September	11.8
	October	7.3
	November	9.6
	December	7.5

(cont'd)

Characteristics of most recent trip by Industry:

Transportation, Communications, Public utilities

		Transp, comm, utilities
Business travelers		2.00mm
		100.0
Main transportation	Own auto	40.9
	Airline	31.6
	Rented auto	7.9
	Company car	10.0
Other transportation	Own auto	3.4
	Rented auto	20.3
	Company car	6.7
Accommodations used	Hotel or motel	81.1
	Homes of friends/relatives	14.2
	No overnight stay	6.2
Final destination	New England	1.0
	Mid-Atlantic	11.3
	Southern Atlantic	25.5
	East North Central	16.6
	West North Central	2.6
	East South Central	6.9
	West South Central	6.7
	Mountain	10.7
	Pacific	11.8
	Alaska, Hawaii, Puerto Rico	0.3
	outside United States	6.5
Previous visits *(in past 12 months)*	None	45.5
	1	26.0
	2 or more	28.5
Overnight destinations	None	6.2
	1	78.1
	2	8.4
	3 or more	6.2

Meeting, Convention, & Trade Show Attendees

Nearly 16 million business travelers—almost half of the year's total—attended a meeting, convention or trade show as the primary purpose of a typical trip in 1990. This "M & C" travel accounted for about a third of all business trips taken, making it (once again) the most significant "purpose" segment of the market.

The following analysis compares M&C travelers with those pursuing other "company" business*—another third of the market. If you compare these two categories with the overall averages, you see that the remaining travelers (most of whom were on "personal" business) skew the overall traveler and trip profiles in some dramatic ways... which we won't examine here.

Demographics

M&C attendees are much closer to being evenly split between male and female than travelers conducting other company business. M&C travelers are also somewhat older.

M&C attendees tend to have slightly higher education and occupation levels, but not better household incomes. A greater proportion comes from the health, legal, and educational services, while manufacturing and the transportation and agriculture groups contribute fewer.

Compared to travelers conducting other company business, fewer M&C travelers come from the Southern Atlantic, Pacific, and Mountain regions, and more originate from the West North Central.

M&C attendees are far more likely to fall into the infrequent business traveler segment, and are far less likely to be frequent business travelers than those who are on other company business.

Characteristics of most recent trip

An M&C trip is more likely to last 2 to 3 nights than other company business trips, and it's more likely to be combined with vacation. December and February are down months for M&C trips; March, August, January and April are slightly more favored for this type of trip compared to others types.

M&C travelers are more likely to use their own cars as primary transportation, but no more or less likely to use an airline than travelers on other company business. It's no surprise, however, that M&C trips involved hotel/motel stays more than was typical for other business trips.

While the Southern Atlantic is the most popular destination for M&C travelers, it is the East and West North Central regions which enjoy a slight advantage in M&C attendance vis a vis "other company business" travelers.

As less frequent travelers, M&C attendees are less likely than others to belong to frequent flyer or guest programs. They are also much more likely to be making their first visit to a destination.

* Consulting, sales, company operations, physical function (e.g., construction, installation), or management.

Demographics of Meeting, Convention, & Trade Show Attendees

Business travelers		Mtg/conv/ trade show attendees *15.83mm* 100.0%	Other company business *12.03mm* 100.0%
Gender	Male	54.9	71.8
	Female	45.1	28.2
Age	18 - 34	38.4	44.9
	35 - 44	28.8	29.7
	45 plus	32.8	25.3
Marital status	Married	63.4	63.0
	Single/never married	24.3	25.0
Education	College grad	46.2	43.9
	High school complete/some college	46.1	48.9
	Less than high school complete	7.8	7.3
Income (household)	under $20,000	9.7	10.1
	$20,000 to < $40,000	39.4	34.4
	$40,000 to < $75,000	35.9	37.3
	$75,000 plus	15.0	18.3
Occupation	Professional, managerial	36.3	34.6
	Lower level manager/technical	17.7	19.8
	Sales, clerical	21.9	23.6
	Blue collar	11.6	15.6
	Retired, unemployed	7.8	3.2
Industry	Manufacturing	13.0	18.4
	Health, legal, and educational services	19.6	9.1
	Wholesale/retail trade	13.4	13.7
	Agriculture, forestry, fishing, mining, oil, construction	8.5	10.7
	Business services	10.3	11.9
	Personal services	8.7	8.7
	Public administration, government	9.3	9.6
	Finance, banking, insurance, real estate	7.7	7.6
	Transportation, communications, public utilities	4.1	7.8

(cont'd)

Demographics of Meeting, Convention, & Trade Show Attendees

Business travelers		Mtg/conv/ trade show attendees *15.83mm* 100.0%	Other company business *12.03mm* 100.0%
Household characteristics	Single adult, no children	19.8	16.6
	Single adult w/child(ren)	3.6	4.1
	Two or more adults, no children	38.5	38.4
	Two or more adults w/child(ren)	38.1	40.9
	Single wage earner	44.7	44.8
	Two or more wage earners	48.5	50.7
	No wage earners	6.9	4.5
Region of residence	New England	4.7	5.2
	Mid-Atlantic	14.3	13.1
	Southern Atlantic	15.6	17.5
	East North Central	16.6	14.9
	West North Central	10.1	6.3
	East South Central	7.0	7.3
	West South Central	12.1	12.1
	Mountain	6.6	8.1
	Pacific	13.0	15.4
Annual trips *(traveler segmentation)*	Infrequent (1 - 2)	57.2	36.7
	Moderate (3 - 9)	33.7	39.0
	Frequent (10 plus)	9.1	24.3
Air trips annually *(traveler segmentation)*	None	45.2	37.0
	Infrequent (1 - 2)	34.9	26.9
	Moderate (3 - 9)	15.4	22.8
	Frequent (10 plus)	4.5	13.2
Frequency program membership	Airline	21.4	29.9
	Number of programs active in (avg)	1.7	1.8
	Lodging	9.2	15.8
	Number of programs active in (avg)	1.4	1.5

CHARACTERISTICS OF MOST RECENT TRIP:

MEETING, CONVENTION, & TRADE SHOW ATTENDEES

Business travelers		Mtg/conv/ trade show attendees *15.83mm* 100.0%	Other company business *12.03mm* 100.0%
Nights away	None	7.4	10.4
	1	11.6	15.0
	2 - 3	40.0	31.2
	4 - 5	41.0	43.5
	Average (including none)	3.8	4.9
Secondary purpose	Convention, seminar or trade show	0.7	24.8
	Vacation	21.2	13.9
Month	January	6.8	5.7
	February	7.4	9.2
	March	8.1	5.8
	April	8.9	7.9
	May	8.9	8.3
	June	9.0	9.7
	July	8.5	9.7
	August	9.1	7.8
	September	9.2	8.5
	October	10.8	11.5
	November	8.3	7.8
	December	4.9	8.3
Main transportation	Own auto	43.5	34.4
	Airline	34.7	34.8
	Rental car	6.6	10.0
	Company car	7.4	12.0
Other transportation	Own auto	5.1	5.4
	Rental car	17.6	23.3
	Company car	3.7	7.4

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP:

MEETING, CONVENTION, & TRADE SHOW ATTENDEES

Business travelers		Mtg/conv/ trade show attendees *15.83mm* 100.0%	Other company business *12.03mm* 100.0%
Accommodations used	Hotel or motel	83.0	75.3
	Homes of friends/relatives	9.1	12.7
	No overnight stay	7.4	10.4
Final destination	New England	2.4	2.9
	Mid-Atlantic	8.7	8.5
	Southern Atlantic	20.4	20.3
	East North Central	15.0	12.7
	West North Central	7.8	6.2
	East South Central	7.4	7.1
	West South Central	11.0	10.6
	Mountain	9.3	9.0
	Pacific	13.6	14.8
	Alaska, Hawaii, Puerto Rico	0.7	1.3
	outside United States	3.9	6.4
Previous visits *(in past 12 months)*	None	52.8	36.1
	1	28.2	26.2
	2 - 3	14.0	21.0
	4 or more	5.0	16.7
Overnight destinations	None	7.4	10.4
	1	78.5	70.6
	2	9.9	11.7
	3 or more	3.5	4.5

Airline vs. Auto Business Travelers

One third of all U.S. business travelers—nearly 11.6mm*—used an airline to cover most of the miles** on a typical business trip in 1990. The share of business trips taken by airline was just 37% of the 1990 total, projecting to some 57.6mm airline business trips.

For 42.7% of all business travelers in 1990, the primary mode of transportation on a typical trip was their own cars. This projects to some 15mm travelers taking 56.31mm trips in their own autos—36.2% of all the business trips for the year.

An additional 5.5% of travelers used their own cars during a typical business trip when that wasn't their primary mode of transportation. For the following analysis, however, "Airline" and "Auto travelers" refers to use of each as the primary mode of transport for the most recent trip.

Demographics

Airline travelers are somewhat more likely than drivers to be male and 35-44 years of age. Flyers are also much more likely to be college graduates, and they tend to have much higher household income.

Auto travelers are somewhat less likely than flyers to have professional or managerial occupations, as more of them are blue collar workers, retired or unemployed. Flyers are a little more likely to be single and childless, but a little less likely than drivers to live with another adult without children. Not surprisingly, drivers are more likely than flyers to live in households without any wage earners; flyers are a little more likely than drivers to be the sole wage earner in their household.

The Mid-Atlantic has significantly more flyers than drivers, while the opposite is true for the Southern Atlantic.

Airline users are somewhat more frequent travelers compared to drivers. And among business travelers whose primary transportation on a typical trip was their own car, 80.7% didn't fly on business even once in 1990.

Characteristics of most recent trip

Airline travelers are significantly less likely than drivers to take short business trips (0-to-1 nights), and far more likely to spend 4-to-5 nights away. Auto travelers are more likely than flyers to be conducting personal business and combining business with vacation, but drivers are less likely to be consulting.

* This figure comes from asking only about each respondent's *most recent trip*—the approach used throughout the SBT. However, a new question added in 1990 asked respondents, of **all** their business trips during the previous year, how many involved airline use. This allows us to project that 19.5mm business travelers flew on commercial airlines at least once in 1990.

** In previous years, SBT respondents were asked for all the modes of transportation used on their most recent business trips without determining which had been the **primary** mode.

CHARACTERISTICS OF MOST RECENT TRIP:

Only 11.1% of airline travelers used their own cars at some point on a typical trip, but almost half of them rented a car. And airline travelers, who were less likely to be on a "day trip," were more likely than drivers to use a hotel or motel.

AIRLINE VS. AUTO BUSINESS TRAVELERS

Drivers were only slightly more likely than flyers to have made more than 1 other visit to their final destination during the previous year.

Demographics of Airline vs. Auto Business Travelers

Business travelers		Own auto travelers *15.00mm* 100.0%	Airline travelers *11.55mm* 100.0%
Gender	Male	58.2	65.4
	Female	41.8	34.6
Age	18 - 34	41.6	37.9
	35 - 44	25.0	29.8
	45 plus	33.4	32.3
Marital status	Married	63.0	63.9
	Single/never married	22.6	25.0
	Separated, divorced, widowed	14.4	11.1
Education	College grad	29.5	54.7
	High school complete/some college	53.3	39.4
	Less than high school complete	17.2	5.9
Income (household)	under $20,000	19.6	7.4
	$20,000 to < $40,000	45.7	30.5
	$40,000 to < $75,000	26.9	39.2
	$75,000 plus	7.8	22.9
Occupation	Professional, managerial	26.4	41.0
	Lower-level manager/technical	14.2	18.9
	Sales, clerical	21.5	20.5
	Blue collar	19.4	10.5
	Retired, unemployed	12.6	6.0
Industry	Manufacturing	11.2	17.2
	Health, legal, and educational services	14.6	16.5
	Wholesale and retail trade	15.7	11.9
	Agriculture, forestry, fishing, mining, oil, construction	11.6	7.9
	Business services	9.0	12.3
	Personal services	11.2	6.8
	Public administration, government	7.1	9.0
	Finance, banking, insurance, real estate	5.8	8.7
	Transportation, communications, public utilities	5.5	5.5

(cont'd)

Demographics of Airline vs. Auto Business Travelers

Business travelers		Own auto travelers *15.00mm* 100.0%	Airline travelers *11.55mm* 100.0%
Household characteristics	Single adult, no children	16.3	21.6
	Single adult w/child(ren)	4.1	3.6
	Two or more adults, no children	40.5	36.8
	Two or more adults w/child(ren)	39.1	38.1
	Single wage earner	40.7	46.0
	Two or more wage earners	48.0	49.2
	No wage earners	11.3	4.7
Region of residence	New England	4.6	6.1
	Mid-Atlantic	10.5	18.5
	Southern Atlantic	20.0	15.0
	East North Central	17.1	13.5
	East South Central	9.5	5.8
	West North Central	9.1	5.8
	West South Central	11.1	11.7
	Mountain	6.0	8.7
	Pacific	12.2	14.9
Annual trips *(traveler segmentation)*	Infrequent (1 - 2)	55.8	47.3
	Moderate (3 - 9)	33.6	35.2
	Frequent (10 plus)	10.7	17.5
Air trips annually *(traveler segmentation)*	None	80.7	NA
	Infrequent (1 - 2)	12.3	55.3
	Moderate (3 - 9)	5.5	30.6
	Frequent (10 plus)	1.5	14.0
Frequent traveler membership	Airline	10.0	38.5
	Number of programs active in (avg)	1.4	2.2
	Lodging	7.1	15.3
	Number of programs active in (avg)	1.5	1.8

CHARACTERISTICS OF MOST RECENT TRIP:

AIRLINE VS. AUTO BUSINESS TRAVELERS

Business travelers		Own auto travelers *15.00mm* 100.0%	Airline travelers *11.55mm* 100.0%
Nights away	None	12.7	4.2
	1	15.6	6.4
	2 - 3	39.7	30.4
	4 - 5	22.0	59.1
	Average (including none)	3.4	5.1
Main purpose	Meeting, convention, trade show	46.0	47.4
	Personal business	22.9	12.5
	Consulting	6.2	11.9
	Sales	8.0	8.2
	Company operations	5.7	7.7
	Physical function	4.6	3.9
	Management	3.2	4.6
Secondary purpose	Convention, seminar or trade show	13.2	12.1
	Vacation	30.5	23.6
Month	January	5.3	6.5
	February	7.7	7.9
	March	6.4	8.2
	April	8.7	8.9
	May	8.3	9.0
	June	9.3	10.3
	July	11.6	8.2
	August	10.3	7.7
	September	8.6	7.9
	October	9.7	10.5
	November	7.5	7.8
	December	6.5	7.0

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP:

AIRLINE VS. AUTO BUSINESS TRAVELERS

Business travelers		Own auto travelers *15.00mm* 100.0%	Airline travelers *11.55mm* 100.0%
Other transportation	Own auto	100.0	11.1
	Rented auto	2.3	49.1
	Company car	2.8	6.7
Accommodations used	Hotel or motel	65.1	82.4
	Homes of friends/relatives	19.1	14.0
	No overnight stay	12.7	4.2
Final destination	New England	3.3	2.3
	Mid-Atlantic	9.6	6.5
	Southern Atlantic	22.2	20.5
	East North Central	16.6	11.5
	East South Central	9.6	5.4
	West North Central	8.0	4.7
	West South Central	10.2	10.4
	Mountain	7.0	11.3
	Pacific	11.7	16.7
	Alaska, Hawaii, Puerto Rico	0.1	1.8
	outside United States	1.8	9.0
Previous visits *(in past 12 months)*	None	50.2	49.4
	1	23.6	28.3
	2 - 3	15.9	13.9
	4 or more	10.3	8.4
Overnight destinations	None	12.7	4.2
	1	71.5	76.7
	2	10.2	12.2
	3 or more	3.5	4.6

Hotel and Rental Car Business Travelers

In 1990, 73.9% of travelers—some 25.94mm—stayed at least one night in a hotel or motel on a typical business trip. This projects to 114.9mm business trips in the course of the year which involved hotel stays. At an average of 4 hotel nights per trip, business travelers accounted for 460mm hotel room nights in 1990. *

26.5% of business travelers—9.27mm—used a rental car at some point during a typical trip in 1990. And for nearly 3 in 10 renters, this was their primary mode of transportation for that trip. Projecting to trips, rental cars were used for about 32%—49.27mm of them.

Note: Unlike the other traveler-segment sections in this report, the juxtaposition of the two segments in this section is purely a matter of convenience; the only comparisons or contrasts drawn are against the overall business traveler profile.

Demographics

Given the high incidence of hotel use, there are no significant differences between those who use them and the overall business traveler profile.

Car renters have a slightly greater-than-average tendency to be male and reside in the Mid-Atlantic part of the country. They are more likely to be college graduates, have higher household income, and travel more frequently—especially by air—on business. They are much more likely to have professional/managerial occupations and work in manufacturing.

Characteristics of most recent trip

The typical trip for a car renter is much more likely to involve 4 or more nights away than is true for the average traveler. The trip is slightly less likely to have a meeting, convention, or trade show as its main purpose; the opposite is true for hotel users.

Hotel users are slightly more likely than the average business traveler to have flown and slightly less likely to have used their own cars as primary transportation. On the other hand, 6 of 10 who rented cars did so after coming off commercial flights. And car renters are a little more likely than average to have stayed in a hotel.

* This does not even take into account party size which could mean multiple rooms on some trips... but, since this is not a true "diary" study, such a projection might be the proverbial "bridge too far."

Demographics of Hotel and Rental Car Business Travelers

Business travelers		Hotel business travelers *25.94mm* 100.0%	Rental car business travelers *9.27mm* 100.0%
Gender	Male	64.0	70.3
	Female	36.0	29.7
Age	18 - 34	40.7	42.9
	35 - 44	28.5	29.3
	45 plus	30.8	27.8
Marital status	Married	63.6	62.1
	Single/never married	24.5	27.8
	Separated, divorced, widowed	11.9	10.1
Education	College grad	43.6	54.4
	High school complete/some college	47.7	41.4
	Less than high school complete	8.7	4.2
Income (household)	under $20,000	10.2	7.1
	$20,000 to < $40,000	37.7	30.6
	$40,000 to < $75,000	36.1	41.0
	$75,000 plus	16.0	21.3
Occupation	Professional, managerial	34.6	40.4
	Lower-level manager/technical	18.1	19.8
	Sales, clerical	22.0	19.6
	Blue collar	14.5	12.4
	Retired, unemployed	6.7	3.7
Industry	Manufacturing	14.8	22.1
	Health, legal, and educational services	15.0	12.3
	Wholesale and retail trade	13.8	11.0
	Agriculture, forestry, fishing, mining, oil, construction	10.3	8.3
	Business services	10.0	12.4
	Personal services	8.3	6.5
	Public administration, government	9.1	9.8
	Finance, banking, insurance, real estate	8.0	8.6
	Transportation, communications, public utilities	6.2	6.0

(cont'd)

Demographics of Hotel and Rental Car Business Travelers

Business travelers		Hotel business travelers *25.94mm* 100.0%	Rental car business travelers *9.27mm* 100.0%
Household characteristics	Single adult, no children	18.5	19.6
	Single adult w/child(ren)	3.8	3.7
	Two or more adults, no children	38.7	38.7
	Two or more adults w/child(ren)	39.0	37.9
	Single wage earner	44.2	46.4
	Two or more wage earners	49.7	50.5
	No wage earners	6.1	3.1
Region of residence	New England	4.9	5.9
	Mid-Atlantic	14.0	17.9
	Southern Atlantic	16.9	14.1
	East North Central	16.4	18.0
	West North Central	8.1	5.7
	East South Central	7.6	4.9
	West South Central	11.9	10.3
	Mountain	7.2	9.0
	Pacific	12.9	14.5
Annual trips *(traveler segmentation)*	Infrequent (1 - 2)	49.9	40.6
	Moderate (3 - 9)	36.2	40.9
	Frequent (10 plus)	13.9	18.5
Air trips annually *(traveler segmentation)*	None	39.9	8.5
	Infrequent (1 - 2)	33.7	45.1
	Moderate (3 - 9)	18.6	32.2
	Frequent (10 plus)	7.9	14.1
Frequent traveler membership	Airline	24.5	39.0
	Number of programs active in (avg)	2.1	2.2
	Lodging	12.0	16.1
	Number of programs active in (avg)	1.8	1.9

CHARACTERISTICS OF MOST RECENT TRIP:

HOTEL AND RENTAL CAR BUSINESS TRAVELERS

		Hotel business travelers	Rental car business travelers
Business travelers		*25.94mm*	*9.27mm*
		100.0%	100.0%
Nights away	None	NA	3.0
	1	12.9	5.3
	2 - 3	40.7	30.1
	4 or more	46.5	61.5
	Average (including none)	4.3	5.5
Main purpose	Meeting, convention, trade show	50.4	41.2
	Personal business	11.4	12.8
	Consulting	9.5	13.7
	Sales	8.7	10.3
	Company operations	7.1	8.4
	Physical function	4.8	5.7
	Management	4.8	5.1
Secondary purpose	Convention, seminar or trade show	13.5	12.2
	Vacation	22.1	25.2
Month	January	6.1	6.0
	February	7.8	8.9
	March	7.4	6.8
	April	8.5	7.8
	May	8.9	8.2
	June	9.4	9.8
	July	9.6	7.2
	August	8.5	8.4
	September	9.1	8.7
	October	10.4	12.2
	November	7.7	7.8
	December	6.6	8.0

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP:

HOTEL AND RENTAL CAR BUSINESS TRAVELERS

Business travelers		Hotel business travelers *25.94mm* 100.0%	Rental car business travelers *9.27mm* 100.0%
Main transportation	Own auto	37.6	3.7
	Airline	36.7	60.8
	Rented auto	8.9	29.5
	Company car	8.3	1.2
Other transportation	Own auto	5.2	6.6
	Rented auto	21.6	70.5
	Company car	5.0	3.9
Accommodations used	Hotel or motel	100.0	85.5
	Homes of friends/relatives	4.6	13.0
	No overnight stay	NA	3.0
Final destination	New England	2.3	2.6
	Mid-Atlantic	8.1	7.5
	Southern Atlantic	21.6	22.0
	East North Central	13.5	11.0
	West North Central	6.6	4.6
	East South Central	8.0	6.0
	West South Central	10.5	8.4
	Mountain	9.6	11.1
	Pacific	13.3	17.3
	Alaska, Hawaii, Puerto Rico	1.0	2.4
	outside United States	5.5	7.2
Previous visits *(in past 12 months)*	None	48.2	43.6
	1	27.4	29.1
	2 - 3	15.9	17.9
	4 or more	8.5	9.3
Overnight destinations	None	NA	3.0
	1	80.7	72.2
	2	13.3	16.7
	3 or more	4.8	5.9

Travel Agency Users

Approximately 6.3 million business travelers—about18.0% of the 1990 total—used the services of a travel agent on their most recent trip; 38.5% said they had used a travel agent for at least one business trip during the previous 12 months.

This means that about one-fifth (21.5%) of the business trips taken in 1990—some 33.38mm—involved the traveler (or someone close to him or her) calling a travel agent to make hotel or air reservations or both.

Demographics

Travel agency users are more likely than non-users to be 35-44 years old. Non-users tend to be younger. Agency users are much more likely to be college graduates, have higher household income and professional/managerial occupations. And business travelers in manufacturing, the health/legal/educational services, and finance/banking/insurance/real estate are more likely to be travel agency users, while those in the agriculture group, wholesale/retail trade, and personal services are more likely to not be users.

Travel agency users are a little more likely to be single with no children—less likely to live in a two-plus adult household without children.

Travel agency users are more likely than non-users to live in the Mid-Atlantic, West South Central and Mountain regions; non-users are more likely to live in the Southern Atlantic, East and West North and East South Central regions. Travel agency users tend to be more frequent travelers, especially by air: more than half of the non-users took no business trips by air in 1990. Thus, it's no surprise that agency users are nearly 2.5 times more likely than non-users to belong to any airline frequent flyer programs (less than twice as likely to belong to any lodging programs)... but there is little difference between them in the average number of programs they're *active* in.

Travel Characteristics of Most Recent Trip

Travel agency users are more likely to have spent 4 or more nights away from home on their most recent trips. They were more likely to be consulting or attending a meeting, convention or trade show; non-users were more likely to be on personal business or performing a physical function (e.g., construction, installation).

About half of those not using an agency used their own cars to cover most of the miles on a typical trip. 75% of agency users took a commercial airline; about 1 in 4 of those not using an agency flew. Logically, there was also a much greater tendency for agency users to also use a rental car. Agency users were a little more likely than non-users to have stayed in a hotel; those not using an agency were about 2.5 times more likely to be day-tripping. Agency users were twice as likely to be traveling outside the U.S. and a little more likely to have the Pacific region as a final destination. Non-users were almost twice as likely to end up in the East South Central, and somewhat more likely to be traveling to the West North and East North Central regions.

Demographics of Travel Agency Users

Business travelers		Travel agency users *6.30mm* 100.0%	Non-users *28.80mm* 100.0%
Gender	Male	63.9	62.3
	Female	36.1	37.7
Age	18 - 34	38.3	42.8
	35 - 44	31.6	25.9
	45 plus	30.1	31.3
Marital status	Married	60.9	62.3
	Single/never married	25.6	24.9
	Separated, divorced, widowed	13.5	12.8
Education	College grad	57.4	36.6
	High school complete/some college	37.7	50.8
	Less than high school complete	4.9	12.6
Income (household)	under $20,000	7.3	15.4
	$20,000 to < $40,000	29.1	40.5
	$40,000 to < $75,000	40.6	31.7
	$75,000 plus	23.0	12.4
Occupation	Professional, managerial	40.5	30.4
	Lower-level manager/technical	19.5	16.7
	Sales, clerical	22.3	21.2
	Blue collar	9.8	16.8
	Retired, unemployed	5.1	9.3
Industry	Manufacturing	19.7	13.3
	Health, legal, and educational services	16.1	13.9
	Wholesale and retail trade	11.5	14.7
	Agriculture, forestry, fishing, mining, oil, construction	7.6	11.0
	Business services	11.2	9.6
	Personal services	7.2	9.7
	Public administration, government	8.0	9.0
	Finance, banking, insurance, real estate	9.0	6.9
	Transportation, communications, public utilities	5.5	5.7

(cont'd)

Demographics of Travel Agency Users

Business travelers		Travel agency users *6.30mm* 100.0%	Non-users *28.80mm* 100.0%
Household characteristics	Single adult, no children	23.0	17.2
	Single adult w/child(ren)	4.1	4.0
	Two or more adults, no children	34.9	39.7
	Two or more adults w/child(ren)	38.0	39.1
	Single wage earner	46.5	43.1
	Two or more wage earners	48.5	48.6
	No wage earners	5.0	8.2
Region of residence	New England	4.1	5.2
	Mid-Atlantic	17.5	12.9
	Southern Atlantic	14.1	17.8
	East North Central	14.6	17.1
	West North Central	6.0	8.3
	East South Central	5.9	7.9
	West South Central	14.8	11.0
	Mountain	9.5	6.6
	Pacific	13.6	13.3
Annual trips *(traveler segmentation)*	Infrequent (1 - 2)	44.0	52.2
	Moderate (3 - 9)	37.9	34.5
	Frequent (10 plus)	18.1	13.2
Air trips annually *(traveler segmentation)*	None	7.0	52.8
	Infrequent (1 - 2)	48.7	27.5
	Moderate (3 - 9)	30.2	14.3
	Frequent (10 plus)	14.2	5.4
Frequent traveler membership	Airline	41.5	17.8
	Number of programs active in (avg)	2.2	2.0
	Lodging	15.9	9.3
	Number of programs active in (avg)	1.8	1.7

CHARACTERISTICS OF MOST RECENT TRIP:

TRAVEL AGENCY USERS

Business travelers		Travel agency users *6.30mm* 100.0%	Non-users *28.80mm* 100.0%
Nights away	None	3.7	9.8
	1	6.8	12.8
	2 - 3	30.1	36.7
	4 or more	59.3	40.8
	Average (including none)	5.1	4.0
Main purpose	Meeting, convention, trade show	48.2	44.4
	Personal business	12.0	18.0
	Consulting	12.9	8.2
	Sales	9.6	8.5
	Company operations	7.2	7.4
	Physical function	2.7	5.3
	Management	3.6	4.6
Secondary purpose	Convention, seminar or trade show	13.2	12.9
	Vacation	25.4	25.5
Month	January	5.1	5.9
	February	7.6	7.8
	March	7.9	6.8
	April	7.5	8.5
	May	8.0	8.9
	June	9.7	9.8
	July	8.7	10.2
	August	7.8	9.4
	September	9.5	8.6
	October	11.2	10.1
	November	8.8	7.4
	December	8.1	6.6

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP:

TRAVEL AGENCY USERS

Business travelers		Travel agency users *6.30mm* 100.0%	Non-users *28.80mm* 100.0%
Main transportation	Own auto	8.9	50.2
	Airline	75.1	23.6
	Rented auto	8.7	7.6
	Company car	2.2	9.6
Other transportation	Own auto	9.1	4.7
	Rented auto	38.9	14.2
	Company car	5.2	4.5
Accommodations used	Hotel or motel	83.9	71.7
	Homes of friends/relatives	14.5	15.4
	No overnight stay	3.7	9.8
Final destination	New England	2.5	2.7
	Mid-Atlantic	7.4	9.0
	Southern Atlantic	20.2	21.3
	East North Central	12.6	14.3
	West North Central	4.6	7.0
	East South Central	4.4	8.4
	West South Central	10.2	10.2
	Mountain	10.2	8.9
	Pacific	17.1	12.9
	Alaska, Hawaii, Puerto Rico	1.6	0.9
	outside United States	9.2	4.5
Previous visits *(in past 12 months)*	None	47.1	48.4
	1	28.8	25.5
	2 - 3	15.6	16.5
	4 or more	8.5	9.7
Overnight destinations	None	3.7	9.8
	1	75.2	73.1
	2	14.3	10.9
	3 or more	5.6	3.5

Combining Vacation with Business Travel

25.5% of business travelers—nearly 9 million—took some vacation as a secondary purpose for a typical trip in 1990. The National Travel Survey projects that 20% of 1990 business trips were combined with vacation—up from 17% in 1989.

Demographics

Compared to those whose last trip was strictly business, travelers who combined some vacation with their most recent business trips are a little more likely to be female and less likely to be 35-44 years old. These business-plus-vacation travelers are much less likely to be college graduates and 2.5 times as likely to have less than a high school education. They tend to have lower incomes and less prestigious occupations. They are almost 3 times as likely to be retired or unemployed, which coincides with their being 4.5 times more likely to be traveling on "personal" business. They are slightly less likely to be employed in manufacturing, business services or the finance/banking industry group, and slightly more likely to work in personal services.

There were only two differences in family composition: business-only travelers are slightly more likely to live in single-wage-earner households, and business-plus-vacation travelers are 2.5 times more likely to have no wage earners in their households (again, not surprising given the percentage who are themselves retired or unemployed).

Business-plus-vacation travelers are slightly more likely to live in the Mid-Atlantic and slightly less likely to come from the West South Central or Pacific regions. Business-only travelers tend to travel more frequently, especially by air, and they're more likely to belong to airline and lodging frequency programs... but, curiously, they're not active in more of them.

Characteristics of Most Recent Trip

Business-plus-vacation travelers spent an average of 5.8 nights away from home on their most recent trips, compared to a 3.7-night average among business-only travelers... the difference being the average number of days the former extended their business trips for vacation. And with almost 80% of them attending a meeting, convention or trade show or traveling on personal business, vacationing business travelers were much less likely to be doing any other kind of "company" business.

It's not terribly surprising that business-plus-vacation travelers were more likely to have taken their most recent trip in June, July or August and less likely to have done so in September, October or November. Likewise, the vacationing business traveler was more likely to use his or her own car to cover most of the miles—much less likely to have used a company car. And they were 3 times more likely than business-only travelers to have stayed with friends or relatives, making them (necessarily) less likely to have stayed in hotels.

Characteristics of Most Recent Trip:

Combining vacation with business travel

The Southern Atlantic was the favorite destination for both vactioning and non-vacationing business travelers, but with a slight edge to the former. Vacation-adders were 2.5 times more likely to have been traveling outside the U.S. Not surprisingly, the vacationers were more likely to be making their first visit to their destination, while business-only travelers tended to be making repeat visits.

DEMOGRAPHICS OF BUSINESS TRAVELERS ALSO VACATIONING

Business travelers		Business *plus* vacation *8.95mm* 100.0%	Business only *26.15mm* 100.0%
Gender	Male	58.9	63.9
	Female	41.1	36.1
Age	18-34	44.9	41.1
	35-44	19.8	29.3
	45 plus	35.3	29.7
Marital status	Married	62.2	62.0
	Single/never married	24.5	25.2
	Divorced, separated, widowed	13.3	12.8
Education	College grad	28.0	44.5
	High school complete/some college	51.4	47.4
	Less than high school complete	20.7	8.1
Income	under $20,000	24.8	10.4
	$20,000 to < $40,000	38.1	38.6
	$40,000 to < $75,000	26.2	35.7
	$75,000 plus	10.9	15.4
Occupation	Professional, managerial	23.3	35.3
	Lower level manager/technical	12.7	18.7
	Sales, clerical	20.5	21.7
	Blue collar	21.0	13.8
	Other	6.4	4.7
	Retired, unemployed	16.1	5.9
Industry	Manufacturing	11.7	15.4
	Health, legal, and educational services	14.2	14.3
	Wholesale and retail trade	13.9	14.1
	Agriculture, forestry, fishing, mining, oil, construction	10.8	10.2
	Business services	8.2	10.5
	Personal services	11.1	8.7
	Public administration, government	7.8	9.2
	Finance, banking, insurance, real estate	5.9	7.7
	Transportation, communications, public utilities	5.4	5.8

(cont'd)

Demographics of Business Travelers also Vacationing

Business travelers		Business *plus* vacation *8.95mm* 100.0%	Business only *26.15mm* 100.0%
Household characteristics	Single adult, no children	17.5	18.8
	Single adult w/child(ren)	4.6	3.9
	Two or more adults, no children	40.2	38.1
	Two or more adults w/child(ren)	37.7	39.2
	Single wage earner	38.8	45.7
	Two or more wage earners	47.9	48.9
	No wage earners	13.3	5.5
Region of residence	New England	6.3	4.6
	Mid-Atlantic	15.9	12.9
	Southern Atlantic	17.0	17.2
	East North Central	16.0	16.9
	East South Central	7.7	7.5
	West North Central	8.6	7.6
	West South Central	9.6	12.3
	Mountain	7.1	7.2
	Pacific	11.8	13.9
Annual trips *(traveler segmentation)*	Infrequent (1 - 2)	60.0	47.6
	Moderate (3 - 9)	32.2	36.2
	Frequent (10 plus)	7.8	16.3
Air trips annually *(traveler segmentation)*	None	49.6	42.9
	Infrequent (1 - 2)	35.4	29.9
	Moderate (3 - 9)	12.6	18.7
	Frequent (10 plus)	2.4	8.5
Frequent traveler membership	Airline	16.7	23.9
	Number of programs active in (avg)	1.7	2.1
	Lodging	7.5	11.6
	Number of programs active in (avg)	1.7	1.7

CHARACTERISTICS OF MOST RECENT TRIP:

INCLUDING VACATION

Business travelers		Business *plus* vacation *8.95mm* 100.0%	Business only *26.15mm* 100.0%
Nights away	None	3.7	10.4
	1	3.7	14.4
	2 - 3	28.1	38.0
	4 or more	64.6	37.2
	Average (including none)	5.8	3.7
Main purpose	Meeting, convention, trade show	38.0	47.5
	Personal business	40.7	9.0
	Consulting	6.7	9.9
	Sales	4.1	10.2
	Company operations	3.1	8.8
	Physical function	3.3	5.3
	Management	1.8	5.4
Secondary purpose	Convention, seminar or trade show	12.9	13.0
Month	January	5.2	5.9
	February	6.5	8.3
	March	6.5	7.2
	April	9.2	8.0
	May	8.0	9.0
	June	12.2	8.9
	July	12.6	9.1
	August	12.0	8.1
	September	6.6	9.5
	October	8.9	10.8
	November	5.8	8.3
	December	6.5	7.0

(cont'd)

CHARACTERISTICS OF MOST RECENT TRIP: INCLUDING VACATION

Business travelers		Business *plus* vacation	Business only
		8.95mm	*26.15mm*
		100.0%	100.0%
Main transportation	Own auto	51.1	39.9
	Airline	30.4	33.7
	Rented auto	7.5	7.9
	Company car	2.0	10.4
Other transportation	Own auto	6.1	5.2
	Rented auto	18.6	18.7
	Company car	1.9	5.6
Accommodations used	Hotel or motel	63.9	77.2
	Homes of friends/relatives	30.7	10.0
	No overnight stay	3.7	10.4
Final destination	New England	2.7	2.6
	Mid-Atlantic	7.6	9.1
	Southern Atlantic	24.0	20.2
	East North Central	10.8	15.1
	West North Central	5.0	7.1
	East South Central	7.0	7.9
	West South Central	8.5	10.7
	Mountain	9.5	9.0
	Pacific	13.0	13.9
	Alaska, Hawaii, Puerto Rico	2.3	0.5
	outside United States	9.7	3.9
Previous visits *(in past 12 months)*	None	60.5	43.9
	1	24.9	26.5
	2 - 3	10.6	18.3
	4 or more	4.1	11.3
Overnight destinations	None	3.7	10.4
	1	68.2	75.3
	2	17.2	9.5
	3 or more	5.8	3.3

Appendix

METHODOLOGY

The Survey of Business Travelers is conducted each year in conjunction with the National Travel Survey. The NTS interviews 1,500 U.S. adults each month, from a two-stage, stratified, internally replicated national probability sample. This produces results which are projectable to the entire resident, civilian, adult population of the contiguous United States.

A new sample is drawn each month. However, because the primary and secondary sample units are the same each month, successive samples are "matched" to improve the trendability of the data.

The NTS sample was screened for those who in the previous twelve months had taken at least one trip, at least 100 miles from home, for business or meeting/convention purposes.

Respondents thus qualified as business travelers were then asked details of their most recent business trip. In addition to the standard NTS trip characteristics and traveler demographics, the SBT obtains data on trip purpose, travel service usage, household characteristics, total business trips taken for the year, and so forth.

From February, 1990, through January, 1991, the Survey of Business Travelers collected an average of some 360 interviews per month—a total of 4,353. This database was then cleaned, edited, and weighted (according to the travel frequency of each respondent and representativeness to the population) to achieve a final usable sample of 3901 business travelers.

The data were collected and tabulated for the U.S. Travel Data Center by RL Associates of Princeton, New Jersey. The data were re-tabulated (to gain decimal precision and new crosstabs), analyzed, and this report was written by H. J. Brandt, Marketing Research Manager for Official Airline Guides, which sponsors the SBT. Mr. Brandt's tabulations and this report were checked and approved by the research department of the U.S. Travel Data Center.

CENSUS REGIONS

New England	Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont
Mid-Atlantic	New Jersey New York Pennsylvania
South Atlantic	Delaware District of Columbia Florida Georgia Maryland North Carolina South Carolina Virginia West Virginia
East South Central	Alabama Kentucky Mississippi Tennessee
West South Central	Arkansas Louisiana Oklahoma Texas
East North Central	Indiana Illinois Michigan Ohio Wisconsin
West North Central	Iowa Kansas Minnesota Missouri Nebraska North Dakota South Dakota
Mountain	Arizona Colorado Idaho Montana Nevada New Mexico Utah Wyoming
Pacific	California Oregon Washington Alaska * Hawaii *

** as destinations only*